

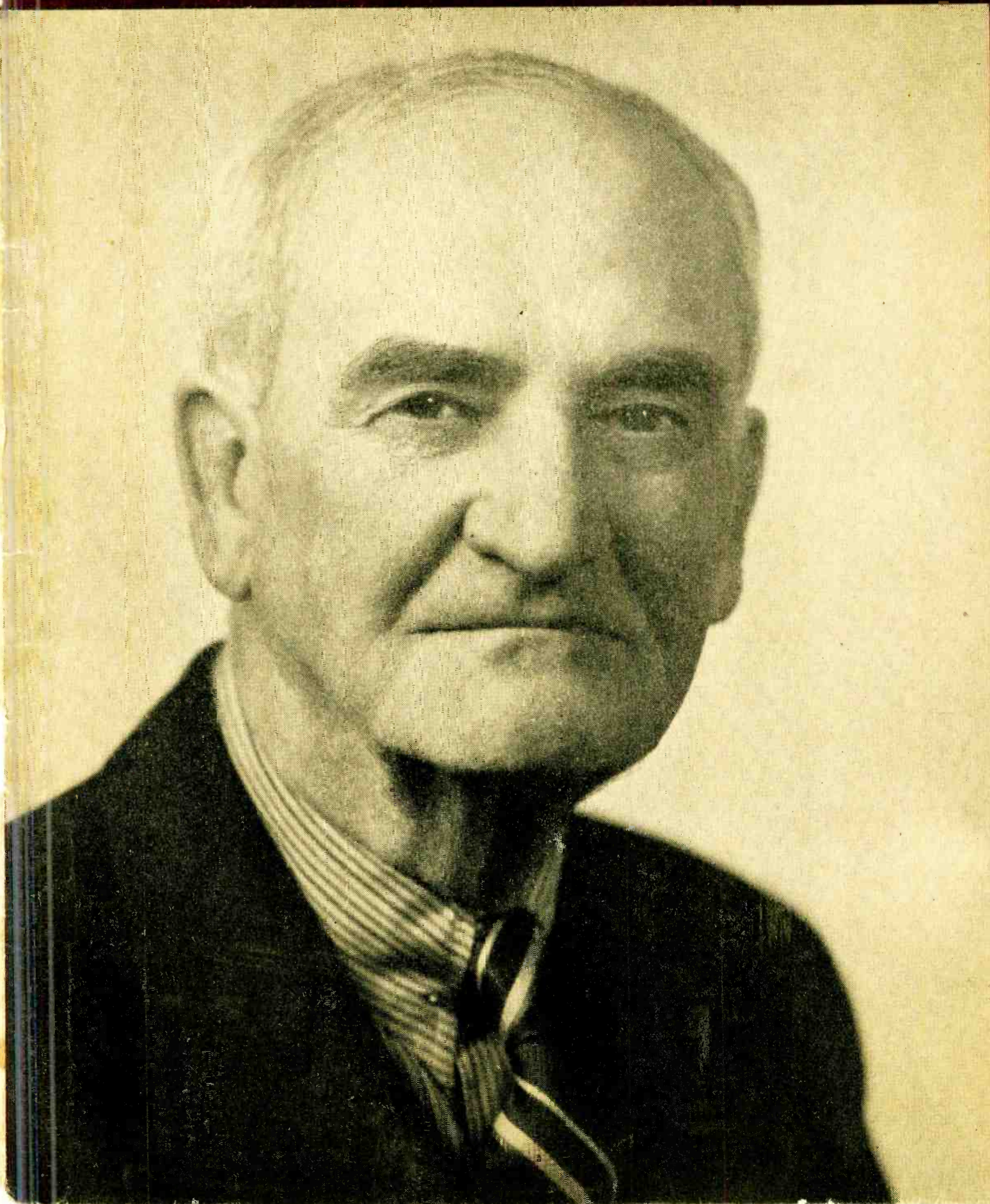
The **Billboard**

The World's Foremost Amusement Weekly

APRIL 29, 1939

15 Cents

Vol. 51. No. 17



GUS SUN
50 Years in
Show Business

Exclusive Music Leads the Field . . . with . . .

Classics in Swing

Popular and Standard Best Selling Hit Arrangements, Featured on Radio and Phonograph Records by Foremost Swing Stars.

Just Published!
 Duke Ellington's
The GAL
 from **JOE'S**
 Arranged by Will Hudson
 Recorded by
 Duke Ellington's Orchestra
 (Bruno)
 Charles Barnett's Orchestra
 (Bluebird)

Just Published!
 Ella Fitzgerald's
 Swing Novelty
CHEW-CHEW-CHEW
YOUR BUBBLE GUM
 Arranged by Buck Ram
 Recorded by
 Ella Fitzgerald with
 Chick Webb's Orchestra
 (Decca)

Just Published!
 A New Ballad Hit!
HAVE
MERCY
 By Buck Ram and Chick Webb
 Arranged by Phil Lang
 Recorded by
 Chick Webb's Orchestra
 with Ella Fitzgerald (Decca)

The Novelty
Hit - of - the - Year
HOLD
TIGHT
 Arranged by Will Hudson
 Recorded by
 The Andrews Sisters (Decca)
 Tommy Dorsey's Orch. (Victor)
 Fats Waller's Orch. (Bluebird)
 Sidney Bechet's Orch. (Vocalion)

WILL HUDSON SERIES

- | | |
|--------------------------------|-------------------------------------|
| DEFINITION OF SWING | HOW WAS I TO KNOW |
| MR. SWEENEY'S LEARNED TO SWING | HARLEM HEAT |
| MR. GHOST GOES TO TOWN | WITCH DOCTOR |
| ORGAN GRINDER'S SWING | BY THE GREAT HORNSPOON |
| THE MAID'S NIGHT OFF | WITH ALL MY HEART AND |
| CROSS COUNTRY HOP | FIDDLESTICKS |
| THE MAN FROM HARLEM | EARTHQUAKE |
| NIT WIT SERENADE | DEVIL'S KITCHEN |
| PHANTOM RHAPSODY | INTOXICATION |
| MONOPOLY SWING | BLACK MAGIC |
| WHITE HEAT | DANCING DOGS |
| JAZZNOCHRACY | HOCUS POCUS |
| WILD PARTY | DON'T KISS ME AGAIN |
| | THERE'S SOMETHING ABOUT AN OLD LOVE |

DUKE ELLINGTON SERIES

- | | |
|-------------------------|------------------------|
| PRELUDE TO A KISS | STOMPY JONES |
| LOST IN MEDITATION | SOLITUDE |
| AZURE | SUMP'N 'BOUT RHYTHM |
| CARAVAN | BLUE FEELING |
| SCATTIN' AT THE KIT KAT | DELTA SERENADE |
| IN A SENTIMENTAL MOOD | PUDE INTERLUDE |
| MERRY GO ROUND | DALLAS DOINGS |
| SHOWBOAT SHUFFLE | OH BABE! MAYBE SOMEDAY |

CASA LOMA SERIES

- SMOKE RINGS • MANIAC'S BALL • BLACK JAZZ • WHITE JAZZ • BLUE JAZZ

CAB CALLOWAY SERIES

- | | |
|--------------------|--------------------------------|
| HARLEM HOSPITALITY | HOT TODDY |
| ZAZ ZUH ZAZ | LITTLE TOWN GAL |
| JITTER BUG | THE LADY WITH THE FAN |
| | GET THAT HI DE HI IN YOUR SOUL |

LARGE ORCHESTRATIONS
 75c EA.

Best Selling Piano Solos

- PHIL LANG SERIES**
 THE HARE AND THE HOUNDS
 CHURCHMOUSE ON A SPREE
 LISTEN TO THE MOCKING BIRD

RED NORVO SERIES

- BUG HOUSE
 BLUE IN E FLAT

EDGAR SAMPSON SERIES

- LET'S GET TOGETHER
 (Chick Webb's theme)
 BLUE MINOR

BENNY CARTER SERIES

- EVERYBODY SHUFFLE
 BLUE INTERLUDE

JOE HAYMES' ARR.

- RIDE, RED, RIDE
 BLUE LOU
 SWINGIN' FOR THE KING

FLETCHER HENDERSON SERIES

- DOWN SOUTH CAMP MEETIN'
 BIG JOHN'S SPECIAL
 JAMAICA SHOUT
 HARLEM MADNESS

EARL HINES SERIES

- CAVERNISM
 RHYTHM LULLABY

BENNY GOODMAN SERIES

- IF DREAMS COME TRUE
 MUSIC HALL RAG

FRANK MARKS' SERIES

- PLASTERED IN PARIS
 CREAM PUFF
 COMMANDERISM

WINGY MANNONE SERIES

- NICKEL IN THE SLOT
 STRANGE BLUES
 SEND ME
 WALKING THE STREETS

- | | |
|------------------------|------------------------|
| MR. GHOST GOES TO TOWN | CARAVAN |
| ORGAN GRINDER'S SWING | SOLITUDE |
| SMOKE RINGS | IN A SENTIMENTAL MOOD |
| MANIAC'S BALL | LAMENT FOR THE LIVING |
| BLACK JAZZ | (Suite in 4 movements) |
| CHURCHMOUSE ON A SPREE | |

ZeZ Confrey's MODERNISTIC PIANO SOLOS

All 10 solos in a special spiral bound folio for the price of one!

—containing—

- | | |
|-------------------------|-----------------------|
| TAP DANCE OF THE CHIMES | MIDSUMMER'S NIGHTMARE |
| GIDDY DITTY | BLUE TORNADO |
| TIN PAN SYMPHONY | MOUSE'S HOOPS |
| MOTIF DU CONCERT | RAC DOLL DIMPLES |
| LULLABY FROM MARS | PHRYTHM VENTURE |
| ARABIAN MAID | |

Folio—75c complete

New Ultra-Modern Piano Solos by EDWARD RUDLEY

- LIFE • VALSE LAMENT • THE LADY PAYS THE PIPER

New Piano Solos by PHIL LANG

- THE HARE AND THE HOUND • PROMENADE • PLYMOUTH ROCK • BRIC-A-BRAC
 PIANO SOLOS—50c EA.

Best Selling PIANO-ACCORDION SOLOS

Composed and Arranged by TITO

- ATMOSPHERE • STUFF AND THINGS • SWINGEROO • CYCLONE

Arranged by ANDY ACARI

- MR. GHOST GOES TO TOWN • CARAVAN • ORGAN GRINDER'S SWING

Arranged by GALLA-RINI

- SOLITUDE • IN A SENTIMENTAL MOOD

BAND ARRANGEMENTS by George F. Breigel

- CARAVAN • HOLD TIGHT • ORGAN GRINDER'S SWING

BIG NEWS FOR SMALL SWING BANDS

Three distinctive series of outstanding swing creations orchestrated from original recordings by swingmasters for small swing bands.

Swingtette Series

- Duke Ellington's
CHATTERBOX
 Duke Ellington's
FROLIC SAM
 Buster Bailey's
CALL OF THE DELTA
 Fats Waller's
FUNCTIONIZIN'
 Benny Carter's
SYMPHONY IN RIFFS

HEAR THESE
 ON
 PHONOGRAPH
 RECORDS!

Jitterbug Series

- Will Hudson's
HANGOVER IN HONG KONG
THE CORRIGAN HOP
 Benny Carter's
SHOOT THE WORKS
 Fats Waller's
UNDERCURRENT
 Rex Stewart's
STINGAREE
 Horace Henderson's
HOT AND ANXIOUS

SMALL
 ORCHS.
 50c EA.

Barrelhouse Blues

- By Duke Ellington and Johnny Hodges
KRUM ELBOW BLUES
JEEP'S BLUES
BLUE REVERIE
EMPTY BALLROOM BLUES
JITTERBUG LULLABY
 Red Norvo's
BLUES IN E FLAT

EXCLUSIVE PUBLICATIONS, Inc.

1619 BROADWAY

NEW YORK CITY

Sole Selling Agent: Mills Music, Inc.

The Billboard

Vol. 51
No. 17

The World's Foremost Amusement Weekly

April 29,
1939

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 Pages. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

PHOOEY ON JITTERBUGS

Mutual's Surprise FCC Appeal Held Master Strategy Stroke

WASHINGTON, April 22.—The surprise wind-up of the FCC monopoly investigations provided by Louis G. Caldwell, acting for the Mutual Broadcasting System, asking for a temporary injunction against renewal of network contracts, gave trade circles a sensation. After a day maneuvering testimony into the record, the feud between Mutual and the larger chains flared into the open with his motion.

Stunned by the proposal, CBS's Judge John Burns cried, "I would like to express amazement at the gall of counsel for Mutual in an investigation which was ordered by the commission to state in effect that his conclusions must be the conclusions of the committee and to ask for an order before a committee which has under the terms of the order only the power to investigate. His whole statement, which as I indicated was an argument prior to a recommendation, was nothing more than a defense of Mutual's attempt to aggrandize itself at the expense of the other networks." Phil Hennessey, acting for NBC, said his feelings in the matter were the same as those expressed by CBS.

The move by Mutual, staggering tho it was, was admired for its strategy. It has provided the hot-stove league with

a legal point which they can debate for weeks to come, and not a few believe that there is just a chance that the FCC may take just such a step to give the commission a breathing spell long enough for pondering the recommendations given by every witness before the all-but-closed monopoly investigation.

The FCC Committee has accepted the motion by Mutual "under advisement," and it was decided that the networks as well as other parties may file briefs in support or in opposition to the Mutual idea. A closing date of May 19 was set by Commissioner Walker for the filing of these briefs.

NSA's First "Circus Night" Party Over Big

NEW YORK, April 22.—Staging its first "circus night" party as a mark of respect and support of the circus industry in general and the Ringling-Barnum show, current at Garden, in particular, the National Showmen's Association deeply impressed itself upon the large body of circus personnel who were present as guests at the immense gathering last night in the clubrooms in the Palace Theater Building.

A corking 2½-hour variety-novelty show on the intimate but attractive stage met with a hot reception, and at 3 o'clock this morning, when the show ended under the emseship of Billy Glason, Broadway favorite recruited from the NVA, the folks were treated to several tons of buffet-style victuals. Dancing followed to the tunes of a Joe Basile Band unit, which also cued the stage layout.

Toward the close of the evening President George A. Hamid mounted the stage and delivered a stirring address directed toward circus folk, in which he stated the position and purposes of the association, making an eloquent plea for their support on a membership or any other fitting basis.

Bill included Don Kenway, Vic Wilbur, the Ghezzi, Bert Spencer, Tom Sawyer, Lomax, Payne and DeCosta, Mack Murray, Siems and Kaye, Pat Panzer and Harold Miller. Brothers Andre Dumont, George Bernert and Eddie Vaughan handled arrangements of the show and reception, with the Ladies' Auxillary, ever on the alert, fixing the big feed.

UP-Film House News Tie-Up

CHICAGO, April 22.—An innovation in radio newscasting will be tested here next week by Elmer Balaban, operator of the Esquire movie theater, when he installs a WBBM remote wire into the house to pick up UP news flashes broadcast direct from the outlet's studios. Balaban plans to sandwich in about three or four minutes of the hot news bulletins right after the newsreel. House is about the only one in Chi operating on a single feature policy outside the Loop, and policy plugs this fact along with an "Esquire Hour," which is a collection of short subjects, etc.

Idea also establishes a precedent with UP, which mulled it over several days before giving an okeh on its service for the job. Balaban says it is entirely an experiment and if the audience reaction is not good the first day whole idea will be dropped.

Campus Raps Rhythm-Maniacs As Neurotic Jive Pheasants

J-bugs only so many antics in their panties—dance gymnastics belong in gymnasium—shagging and jeeping mostly movie madness

By M. H. ORODENKER

NEW YORK, April 22.—If you believe what you see in the movies or read in the newspapers, a college prom is nothing but a swarm of creeping jeepers and violent shaggers shaking the gymnasium to its very foundation with exhibitionism that would put a burley bumper to shame. However, after giving the editors of college newspapers and magazines participating in *The Billboard* college survey a voice, one gets a different and truer picture. Asked to define the jitterbug, not 10 in 100 editors held the species in good light. Whether serious or humorous, psychological or physiological, ethnological or entomological, the jitterbug and his or her jitterbugging are not accepted in collegiate family circles. Giving vent to their feelings in their definitions, the editors placed the jitterbug under the microscope, and it comes out the worse for the wear.

Empty Saddles

Edward McCloy, at the University of Iowa, hits from both cylinders in defining the jitterbug as "a spine with a lack of responsibility on both ends," while Max E. Wildman gets in a groove at Butler University to explain that a jib'bug is "a cat who is sent by solid jive and gives visible evidence of the fact." Calling 'em "a lot of nothing about fuss and fury," Sonny Adams, from Kings College, essays, "A jitterbug is one of those maladjusted immatures who is characterized by either crowding the band stand or attempting to impress the musicians with his profound musical knowledge (of which he has none), or giving vent to his more savage emotions and not only making a fool of himself but spoiling the music. The jitterbug has proved a great impediment to good dance music."

On the other hand, Bill Greene, at College of William and Mary, feels "they are necessary evils to swing—they make the work worth more than just beating it out. However," he relents, "personally, I don't want any part of them. I consider them perpetual motion gone dead wrong."

A. D. T. Special

John W. Hamilton, from the University of Florida, adds a description that entails "two legs on a rubber spine or a D. T. special." Undoubtedly finding many nitery and ballroom ops in his camp, Maurice R. Reichard, University of Dayton, pictures the poppers as "a guy or gal who masters all the latest hops and holds, can't afford to patronize the better spots and so hangs out in the public dance halls and beer joints—averaging about a dozen dances to a dime beer." At Princeton University they consider the j-bug as "a swing-crazy fool who doesn't know enough to confine his gymnastics to a gymnasium."

The definition at Lehigh University is "a person who likes swing but doesn't know when to stop making himself a pain in the neck," while Bates College offers a kinder word in calling the bug "a dancer who gets a kick out of life—and shows it." The jeeper leaves the same pain in the same neck at the University of New Hampshire, where they consider the bug as "someone who makes a pain in the neck of himself on the dance floor and who thinks that his is THE type of dancing."

At the University of California "the jitterbug is a nuisance," but at Oregon State College "he's a dancer who has too much rhythm to keep his feet on the ground." See *RAT RACERS* on page 10)

Can This Be Equity?—No Election Fight

NEW YORK, April 22.—For the first time in about half a dozen years Actors' Equity will have a quiet election, with all factions more or less at peace with each other following a feeble attempt on part of old conservative line-up to create a nomination fracas, which in years past has been initiated by the liberal contingent. April 15 deadline for independent nominations passed without the appearance of an opposition ticket.

Whereas in former years the liberal element in Equity was looked upon as the upstart and condemned for its electioneering tactics, the remains of the conservative party tried to pull a fast one this year. Camouflaging their identity, they flaunted the term "liberal" in their circulars, but they lost out on the nominations a couple weeks ago. Malcontent group was too weak to carry an independent

(See *CAN THIS BE* on page 9)

In This Issue

	Pages
Broadway Beat, The.....	5
Burlesque.....	26
Carnivals.....	46-55
Circus and Corral.....	36-39
Classified Advertisements.....	56-59
Coin Machines.....	78-100
Endurance Shows.....	27
Fairs-Expositions.....	44-45
Final Curtain.....	75
General News.....	3-5
General Outdoor.....	70-74
Gus Sun Anniversary.....	28-33
Hartmann's Broadcast.....	71
Legitimate.....	17-18
Letter List.....	35 and 62
Lists.....	59-61
Magic.....	27
Minstrelsy.....	27
Music.....	10-16
Night Clubs-Vaudeville.....	19-25
Notes From the Crossroads.....	71
Orchestra Notes.....	17
Out in the Open.....	71
Parks-Pools.....	40-42
Pipes.....	68-69
Possibilities.....	4
Radio.....	6-9
Radio Talent.....	7
Repertoire-Tent Shows.....	34
Rinks-Skaters.....	43

ROUTES: Orchestra, page 16. Acts, Units and Attractions, 24 and 72. Dramatic and Musical, 72. Carnival, 73. Circus and Wild West, 72. Miscellaneous, 72.

Show Family Album.....	57
Sponsored Events.....	63
Thru Sugar's Domino.....	4
Wholesale Merchandise-Pipes.....	64-69
World's Fairs News.....	76-77

Circus Employees' Division of AFA Elects Governors

NEW YORK, April 22.—First annual election of governors by the Circus Employees' Division of the American Federation of Actors was held this week in New York, where the Ringling-Barnum show is playing. Ralph Whitehead, executive secretary of the union, announced that stewards representing various departments of the show would be elected after the show opens under canvas, when full personnel is available for voting.

Circus Employees' Division functions as a separate organization independent of the AFA following AFA's loss of jurisdiction over workingmen last winter. Performers on the show remain in the AFA proper, and Whitehead continues as active head of both organizations.

Board of governors elected this week include Harry Hopkins, canvas; Frank Kelly, usher; Edward McKenna, props; Mike Priggins, rigger; John Smith, concessions; Andy Striker, concessions; James Wright, baggage stock; William Wright, baggage stock; Eddie Foran, usher; Jack Kramer, lights; John McCarthy, big top canvas; Walter Cornell, props; James Brent, bulls; James Wilkes, layout; E. L. Hewitt, tractors; John Mitchell, canvas; "Pickles" Murphy, cook-house; Frank Cunningham, ring stock; Alex McDonald, wardrobe, and Frank Setting, animals.

"Yeomen" for Central City

DENVER, April 22.—The Gilbert and Sullivan light opera, *Yeomen of the Guard*, will be the offering at the Central City, Colo., 61-year-old opera house this summer. It will run for two weeks starting July 15, and will be the eighth annual play festival at this spot. It will be directed by Frank St. Leger, who produced *The Gondoliers* three years ago at Central City. Assisting will be Richard Aldrich. Robert Edmond Jones, who produced and directed five of the productions, will be consultant. Decision to produce another Gilbert and Sullivan opera was the result of the enthusiastic reception of *The Gondoliers* in 1936.

Joe Weber Asks FCC To Retain Waxer Warning

WASHINGTON, April 22.—Arguing for the retention of the Federal Communications Commission rule that all radio transcriptions must be preannounced as such, Joseph N. Weber, president of the American Federation of Musicians, appeared before the FCC last Tuesday. FCC has been requested to abolish the ruling entirely or at least to require only a closing announcement, the argument being that electrical transcriptions had so improved since the ruling was ordered that the public is fully satisfied with transcribed shows. Further, the ruling was painted as a hardship upon an infant but worthy and growing industry.

To offset these arguments Weber told the FCC the story of the AFM fight against all canned music. His words fell on unimpressed ears, for it was difficult for him to argue against engineering testimony with his opinion as a musician.

Weber argued that radio stations used to hire many musicians, but with the growth of networks and transcriptions fewer musicians were hired. He blamed the recording industry for the ills of musician employment. To his trained ear, as well as those of thousands of others, he said, there is a big difference between music from a transcription and music from live musicians in the radio studio.

Sponsors Teeming For Omaha Legit

OMAHA, April 22.—Omaha's theatrical hunger will be satisfied somewhat here May 1 when *My Dear Children*, with John Barrymore, Elaine Barrymore and Omaha's own Dorothy McGuire, appears under the auspices of the Omaha Drama League.

The flesh situation looks much better for next season with three sponsors in the field. The Drama League has nothing more scheduled for the spring, but will watch closely for likely touring companies. In any event, the League will bring the Theater Guild offerings that happen to be on the road next season, as well as other dramatic attractions that look the goods.

Besides the Drama League, *The Omaha World-Herald* has already announced four plays for next season, and the Council Bluffs Junior Chamber of Commerce, just across the river, is in the field and will sponsor *Tobacco Road* May 2 and 3.

The Bluffs civic group hopes to pull Omahans in for the uncensored version of the play. If successful the group will continue in the sponsoring role, giving this territory a good break for next season.

Heights Guild Tries Out "Continuous Performance"

NEW YORK, April 22.—Washington Heights Actors' Guild, small but capable community group, proved itself worthy of better material last Tuesday evening when it presented a new three-act comedy entitled *Continuous Performance*.

Altho the plot contained a number of amusing situations and the theme of the play was fairly original, it fell short in many places as a result of poor dialog.

It centered about a former actress whose grown son refuses to share his mother's calm acceptance of her desertion by a restless playwright husband. Complications arise when errant hubby's ham-actress consort decides she must atone to his wife for her great "wrong" and runs afoul of an equally theatrical son. The boy has sworn revenge but is temporarily mesmerized by his pop's flashy girl friend. A more skillful treatment might have produced a first-class comedy.

Doris Stowell did a very convincing job as the "wronged" mother. Edith Fisk was good as the female cad, and Frank Hannotte acted the son as well as the limitations of the role would permit. G. S.

Am. Express B'way Tie

NEW YORK, April 22.—American Express Co. will service World's Fair visitors buying all-expense tours with legit theater tickets via a plan which will obviate broker service charges.

With producers of *Kiss the Boys Good-bye*, *Tobacco Road*, *Leave It to Me!* and *I Must Love Someone* the AEC has an arrangement whereby clients can obtain preferable locations for blocks of not less than 25 submitted with at least a 10-day notice.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

LUCITA MARTIN—attractive Spanish lyric soprano, now at the Crisis Cafe, New York. Sings in French and Spanish, revealing fine enunciation. Should be a good bet for vaude or a legit revue.

JOHNNY PAVESE—young tenor-baritone, now at the Crisis Cafe, New York. Sings pops, mostly of the ballad type. Has expression and gives his songs a lot of feeling. Should fit in nicely with a vaude turn.

For LEGIT MUSICAL

GENE SHELDON—banjoist and panto comic who has a strong turn built of assorted tomfoolery. Panto work is excellent and should provoke laughs if spotted right in a musical. Banjo is used a lot for comedy, but Sheldon, in a brief turn, also showed fine capacity for using the instrument seriously. Caught recently at the Strand, New York, with Guy Lombardo's Orchestra.

TA Cuts 15G Melon; Unions Get 78%

NEW YORK, April 22.—Performer union members of Theater Authority received 78 per cent of the \$15,000 melon sliced at Thursday's meeting of the directors. Theatrical charities received the remaining 22 per cent. This marks the first benefits received by American Guild of Musical Artists, Screen Actors' Guild and American Federation of Radio Artists since their joining TA less than a year ago.

Since most of the unions do not have their own charity set-ups they are expected to negotiate with one of the existing offices to handle funds for their needy members. Actors' Equity operates thru Actors' Fund. American Federation of Actors has its own provisions. American Guild of Musical Artists had been discussing the problem with the Musicians' Emergency Relief and will settle that point at a board meeting Monday.

Cantor's "Two-a-Day" Looks for N. Y. House

NEW YORK, April 22.—Lew Cantor, who has secured rights to the WPA Federal Theater's *Two-a-Day*, successful Coast revue about vaudeville, expects to begin rehearsals soon for an opening here.

Theater not yet set. Raymond and Caverly are reuniting for the show.

Associated Activities Splits

NEW YORK, April 22.—By next Wednesday split between Mrs. Virginia Nowell and Mrs. John Pierrepont Constable, partners in the Associated Activities, auditorium circuit and touring enterprise, will have been completed, with Mrs. Nowell retaining the auditorium circuit end of the project. Mrs. Constable is claiming the company's title for her division, which specializes in all-expense tours and special programs for World's Fair visitors.

Review of A. B. Marcus Show In Singapore on Way to India

SINGAPORE, S. S., March 27.—The A. B. Marcus show, which opened at the Capitol Theater March 14 to a packed house after a successful tour thruout the Malay Peninsula, keeps on drawing good houses. Two shows are given daily at 6 and 9:30. The unit stays here till the end of the month before proceeding to Java and then to India.

According to A. B. Marcus, the gross opening day was \$6,224 and approximate gross for week came to \$26,800.

The program is well received and among the artists there are several good American acts visiting this country for the first time.

The Marcus Show is still remembered from the previous visit here, and the public enthusiasm goes to prove that good flesh shows, tho rare, are always welcome in this country.

The principal artists are Nirska, Sharon De Vries, Sofia Alvarez, Harold Boyd and his Jigsaws, Ben McAtee, Fid Gordon, George Schreck, Clymas Troupe, Six Tossing Belfords, Sparky Kaye, Dancing Bernays, Les Sechrist, Ha Cha San, Bob White, Ruth Durell, Lillian McCoy, Dorothy Coudy, Masson and the Hinton Sisters and Art Stanley.

The Marcus Peaches and Lovelles are Edith Miller, Ruth Vernon, Ruby Lane, Via Mae Valdere, Betty Bennett, Barbara Warner, Mitzel Hasse, Violet Maguire, Nellie Wilson, Goldie Kidd, Agnes McCaffry, Diane Cabot, Jean Sheri, Anita Lopez, Holly Fine, Helen Palmer, Gene Born, Dolores Rae, Beth Cabot, Isabel Cortelyou, Bobbee Renee, Marge Matthews and Joy Flower.

The Marcus Orchestra under Albert Coleman is composed of Charles Ferron, Floyd Bennet, Red Levy and Len Moss.

Review of Program

The Marcus Folies of 1939 is the type of a stage presentation that has never been seen in Singapore, and the entire production is presented on a lavish scale. Stage is supervised by Beatrice Marcus, and musical direction is entrusted to Albert Coleman.

Opening spec has Bob White, crooner with a pleasant voice, introducing the Marcus Peaches as *Girls of All the World*, representing costumes of all nations. Featured are the Dancing Bernays in a

whirlwind dance and Ha Cha San in a modern swing rhythm dance.

The Hinton Sisters are specialty dancers who present some neat stepping in slow rhythm. Well received.

Ruth Durell has a smooth and soothing voice. Tho she received a good hand she retains the old style of singing and could have done much better with modern numbers.

The Tibetan Prayer Dance is an example of Nirska's ability as a dancer. Her conception of a ritual dance is exceptionally good and her vivacity and expressive mannerisms leave her ability as a classical dancer unquestioned.

Melody of Long Ago is a number of the old-fashioned type, with Sylvia Lee's toe dance, a minuet by the Dancing Bernays, the Marcus chorus girls in crenoline dresses and Ruth Durell singing *Old-Fashioned Girl*.

Sofia Alvarez, young and attractive Mexican singer, delivers songs in a typical Spanish style. Receives a good hand singing *La Guapa*, with the chorus dressed in beautiful Spanish costumes.

Sharon De Vries, femme comic, came on to an ovation and then proceeded to mow 'em down with her interpretation of the "swallow" dance. Had to encore.

The closing number, *Rain in Manhattan*, in the first part, has the entire company on the stage. The Times Square set and the rain effects are very effective. The feature song, *Swinging in the Rain*, composed by Bea Marcus, is well delivered by Bob White and Ha Cha San and the Marcus Trio (Via Mae Valdere, Bobbee Renee and Dolores Rae).

Second Half

The second part of the program opens with the entire company in *Symphony of the Southland*, a Negro scene. White sings in a perfect manner, while Durell, Alvarez, De Vries and McCoy, singers, are good also. Doing specialties are Sparky Kaye and Art Stanley.

Following are the Clymas, two men and a femme, doing a half-serious, half-comic adagio dance. Very weak and should be improved.

Land of Jade has Bob White singing the theme song, while the Marcus (See *REVIEWS OF A. B.* on page 23)



DUE to the fact that the complexities of show business arise from the contractual background of all major transactions, the attorney became an important factor in the business as far back as any living showman can remember. The attorney was not less important in the band booking business than in other fields when the process of buying and selling bands was one of the minor factors in amusements. During the last several years bands have risen steadily in importance, both from a financial and pure entertainment angle—as if one could be considered without the other in this age of intense exploitation. Today the booking of bands is not merely big, but colossal business. Instead of merely gaining in proportionate importance the attorney—not strictly as a disciple of Blackstone, but as a man who has an edge on the layman because of his superior knowledge of the theory and practice of the law of contracts—has become an overwhelming factor in the band business. Every indication points towards his becoming more and more important, and it would not be a source of astonishment to us if he reaches the point shortly where he will exercise a monopoly over the personal management wing of the band business.

Several years ago a fair proportion of the more successful dance bands retained attorneys on a yearly fee basis. This was a logical arrangement for both attorney and client because these bands required constantly not only legal advice but expert assistance in drawing up and interpreting proffered contracts before putting their John Hancock on the dotted line. Only a few isolated bandsmen were personally managed in those days by attorneys in active practice or by attorneys who gave up their practice to devote all of their time to the piloting of a theatrical attraction.

The attorney—encouraged by the success of his colleagues—has eaten his way deeper and deeper into the band field. He is as much part of the basic structure today as the personnel of bands. Whether the bookers generally or individually like the idea they have to face reality. They have reconciled themselves to the fact that their shell-game utensils are useless in the process of doing business with bands personally managed by men actually engaged in the practice of law or possessed of legal background sufficient to give them the bargaining and technical advantage that an attorney is inferred to have under his belt.

The attorney in his managerial capacity has undoubtedly exerted a powerful effect on the band business. With all due respect to the shrewdness and sagacity that are an essential part of the equipment of the average personal manager, experience has shown that the lawyer-manager is a slicker feller. The lawyer man doesn't fall for a booker's double-talk. If he is worthy of the place accorded him at the bar he does not permit his very natural desire to make money conflict with the operation of the complex process of his legal mind. He wants to know why certain clauses are inserted in contracts. He wants to know certain very embarrassing things that the old-time personal manager not equipped with a legal training never bothered himself about. He does not permit his client to move a finger without his approval. He is the watchful hawk scanning the horizon at all times for signs of trouble. But he is by no means a strictly defensive machine. If he is a man of experience and average shrewdness he is constantly planning ways and providing means for his client to forge ahead, hurdling any obstacles that might be placed in his path.

In the old days the booker was always at an advantage when dealing with a personal manager. Few of the men who devoted their time exclusively to managing bands had a thoro buying or selling background; in fact, many of them had no booking experience at all. In shrewdness and acumen they were no match for the bookers, who could run rings around them if they chose—and most of the time they did. Of course, the personal manager suffered to some extent by this inequality in sharpness, but the bands suffered more because they were not (See *SUGAR'S DOMINO* on page 27)

Broadway Beat

By GEORGE SPELVIN

BENNY MEROFF, rehearsing his new band last week, stopped a number and told his trombonist to stop playing as tho' he were in a jam session; but "I can't help it," was the reply, "I played at the Paradise last night." . . . A Boston promoter was trying to line up a band for a charity date and wired a friend in New York to get him a name outfit; the New York lad, after inquiry, wired back and told him that Glen Gray and Richard Himber were available—but the payoff was the wire the Boston gent sent in reply. . . . It read: "These bands too common. Must have major band or nothing." . . . Footnote to Strip-teasing in Vaudeville: Maxine De Shon was doing her strip in Frank Fay's vaude layout when a 3-year-old lad turned to his maw, on whose knees he had to sit in order to see everything: "Momma," murmured the youngster sympathetically, "ain't she cold?" . . . Tom Fitzsimmons, the press agent-photog, thought he was thru with hotels when he left the New Yorker—but now he's in the same kind of berth at the Astor. . . . Please Note Dept.: Mrs. Lilyan Behar, one of the owners of the New Tokay Restaurant, pleads that her name is not Lillian Bahard; it's Lilyan Behar. . . . If the publicity boys get much chestier these days they'll expect you to call them "Mr."—now that Irv Lehrer, space grabber, has been invited to speak on publicity before the Advertising Society of the College of the City of New York. . . . The St. Regis Roof will try something new in night spots when it reopens for the summer; on the 20th floor of the hotel, it is installing a dance floor that will slide back under the band stand—and the floor show will rise thru the opening on a moving stage that ascends from the 19th floor.

In 1934 Juano Hernandez won a national radio award for the outstanding dramatic performances on the air, tendered in recognition of his work in *John Henry*, CBS sustainer, which he wrote and acted; today Hernandez, who is also an excellent baritone, has just been signed by Moe Gale as head barker for Gale's Savoy Ballroom concession at the World's Fair. . . . When Arthur Treacher, who specializes in valet roles in films, visited Jackie Osterman's club recently he recalled the days when they were both in the same Broadway show and the way in which he, Treacher, went around envying Osterman because he had a valet. . . . "But look at you now," said Jackie, "now you're the highest priced valet in Hollywood." . . . There will be a national costumers' convention at the New Yorker July 10 to 12. . . . Story making the round of night spot owners concerns a gal singer claiming a huge following who called one owner and said she was leaving her present spot after over a year and she'd like very much to play his club. She would, she said, guarantee to pack the place with her personal cohorts. The owner, a cautious fellow, asked her why she was leaving her present spot. "Oh," she answered, "business has been terrible the last few weeks." . . . The difficulty of engineering a meeting of great minds was brought out forcibly at the Critics' Circle election of the "best" play of the year; the award had to be handed out to four plays, no less, because the lads couldn't decide on one. It'd be a nice situation some year if each member of the Circle came in with a different choice and 16 plays had to be given awards.

Wisconsin Business Spotty

MILWAUKEE, April 22.—Playing to just fair business during its five-day engagement ending April 13 at the Davidson theater here, *Tobacco Road* enjoyed improved business in Madison, Fond du Lac and Kenosha the following week. The company played the Parkway Theater in Madison for an evening performance April 17 and two performances the 18th, followed by two shows April 20 at the Fond du Lac Theater and two April 21 at the Gateway in Kenosha.

NEW YORK, April 22.—General meeting and election of Actors' Fund of America will be held May 12 at 2:30 p.m. at the National Theater.

Big Show Gets Tops In Free Radio Time

NEW YORK, April 22.—Airlines were used in heavy helpings by Ringling-Barnum circus radio division, directed by F. Beverly Kelley, during the Big Show's current engagement at the Garden, which concludes next Sunday.

Dominating the mikes were performers. Program and style follow:

CBS—*We the People*. Lulu, imported fem clown, interview. April 11.

WJZ network—Rehearsal of Terrell Jacobs' mixed wild animal act, described by George Hicks and Beverly Kelley. Jacobs and John Ringling North, circus head, interviewed in course of program. April 3.

WEAF-NBC—*For Men Only* (George Jessel). John North, interview. April 18.

WOR-MUTUAL—John Chapman's program. John North, interview. **WOR-Mutual**—Benay Venuta program. Felix Adler, clown, interview. April 9.

WMCA - Intercity network—Opening night at Garden, color. April 5.

WEAF-NBC network—Bill Stern's Sport Scraps. Antoinette Concello, trapeze flyer, interview. April 19.

WEAF-NBC—Fred Allen's *Town Hall*. Pat Smith, sword swallower, April 26.

WHN—Sam Taub's sports program. Terrell Jacobs, Al Powell (aerialist), Dorothy Herbert (equestrienne), interview.

WHN—Dick Fishel's sports program. Four Queens, high act, and Hubert Castle, wire artist.

NBC network—Alice Maslin's *Women of Tomorrow*. Dolly Jacobs, animal trainer, interview. April 20.

WMCA-Intercity—George Blood, cook-house boss, interviewed by Miss Wishard, of *New York Post*, in food and menu program.

WJZ-NBC—Lowell Thomas program.

(See **BIG SHOW GETS** on page 9)

Dick Acts as Actor In Air School Pinch

NEWARK, April 22.—Local police this week cracked down on a theatrical "school" operated by Julia Kelly, 17, and Mrs. Charlotte Kelly, 45, charged with taking money from amateur radio performers on the basis of a promise to get them jobs on an air show. Evidence was found indicating that 50 of the would-be actors paid \$26 each. Money was theoretically to have been turned over to American Federation of Radio Artists, from whose New York office the Kellys had secured application blanks. AFRA has received none of the money.

Foremost in cracking the case was Detective William X. Jackson, who played the part of a ham actor to gain entree into the establishment at 32 James street. While one of the actors was emoting with the line, "I am here," Jackson and some cronies chimed in with "So are we."

Case was taken to Common Pleas Court Justice Brennan. Bail was set at \$1,000.

Union Air Shows Nixed, But Idea Is Retained

NEW YORK, April 22.—Two similar plans, both fashioned after the Screen Actors' Guild radio program and submitted almost simultaneously by Sam Chartock to Actors' Equity and the American Guild of Musical Artists and by B. Franklin Kamsler to the Dramatists' Guild, have not been accepted by the organizations, tho all three groups are expecting to salvage basic idea of proposals to solicit sponsorship for a program using services, contributed gratis, by member performers. Proceeds would revert to benefit funds of the unions.

AGMA board meets Monday to take up the issue. Consultation with Equity will follow.

"Walls" for N. O. FTP

NEW ORLEANS, April 22.—Doing a most convincing turn of a none too strong plot of monastic politics and turmoils of a youth's entrance into the life of the Trappist monk, the N. O. FTP opened a fortnight's run of *Within These Walls* here Sunday night (April 16). Turning from a sot in *The Drunkard* for four weeks, David Selva, of the unit, carries the face-about role. Charles Nielsen, Hall Kennedy, Edward Sillon and Warren Lyle do well.

EMA Anti-Benefit War Asks AFA, Musician Aid

PHILADELPHIA, April 22.—The cooperation of the AFM and the AFA is being solicited by the Entertainment Managers' Association in its drive to outlaw benefits. Thomas E. Kelly, local representative of the AFA, has been approached to back the drive. So far he has made no commitments, but his support is expected because of the fact that performers may get paid for the additional work they do.

A bill is being prepared by the EMA for presentation in the State Legislature, which would impose a fine or jail sentence upon anyone assigning acts without a booker's permit. In Pennsylvania a booking license costs \$100 annually. The passage of this act would make it illegal for any night club or vaudeville house manager to send out performers on benefit engagements.

Several seasons ago the musicians' union outlawed benefits by forbidding bandmen from doubling for a show. This ruling was too severe and was repealed. If necessary the EMA will ask that the union apply this act again.

Brennan May Be Drafted

NEW YORK, April 22.—James Brennan, former president of Local 1 and a vice-president of the IATSE, may be drafted for return to office in the local by time nominations are completed at Sunday's meeting of the stagehand union. Movement has gained momentum in election caucuses held this week. Brennan-admitted being approached, but said he had not decided on course of action.

"Whiteoaks" OK in Portland

PORTLAND, Ore., April 22.—Ethel Barrymore in *Whiteoaks*, playing April 10, 11 and 12 at Mayfair Theater, grossed about \$6,000, termed "very satisfactory considering business conditions." Weather was mild. Prices were 85 cents to \$2.75; matinee April 12.

New Pitt Terp Promotions

PITTSBURGH, April 22.—Series of name band dance promotions is being planned at suburban Coraopolis Army by H. W. Oles in name of Victory Club. First attraction will be Dick Stabile on Wednesday (26). Fee will be 90 cents to draw younger steppers. East End Bryn Mawr ballroom will be promoted this season by Al Kobach, featuring local and semi-famed travelling orchestras.

Localites Get a Chance

SALT LAKE CITY, April 22.—In keeping with the wishes of the local musicians' union that localites be given the first call, Ray Bradford, at Hotel Utah's Empire Room, is reorganizing his band to include home-town card holders. Tho Bradford came here from Los Angeles with an outside band, he's a local lad. Guy C. Toombes, hotel manager, is also bringing in a local cocktail unit next week for the Utah's Rendezvous, replacing the Tavern Boys.

Dolls for Opening Dance

APPLETON, Wis., April 22.—Charles Maloney stimulated interest in the season's starting last Sunday at his Cinderella Ballroom by favoring all fems in attendance with novelty powder-puff dolls. Souvenir was an inexpensive item and helped the turn-out. Admish was scaled down to 15 cents for both sexes. Joe Schneider, coming in from West Bend, Wis., was the music-maker.

Musso Week-Ends at Beach

HERMOSA BEACH, Calif., April 22.—Vido Musso is holding down the dance assignment at Domar's ballroom here for the Friday and Saturday shindigs. Band is drawing well, bringing in the kids from all the southland schools. Musso's rep while tenor saxing for Benny Goodman has followed him down here. Band is dragging in around \$700 for the double dates.

Standing Band-of-the-Week

NEW YORK, April 22.—Hotel New Yorker abandons its band-of-the-week policy when Jan Garber opens Tuesday (25). Terrace Room presented a different stellar band-stand attraction each Sunday when the regular ork was off in accordance with the six-day law. Plan now is to give the steady band Mondays off and bring in the same alternate ork on the one night each week. Woody Herman has been set to make the Monday night music for four weeks, teeing off May 1.

16mm ROADSHOW "MAGIC"

The "Major film distributor in the 16mm. field" offers you the greatest money-making roadshow service ever made available. Write now for De Luxe 1939 catalogue and details of the 4-Point profit-producing plan. We actually pay you extra profits this summer!

FILMS INCORPORATED
Dept. B-4 64 E. Lake St. Chicago

Now Available on 16mm. for Showings in Schools—Churches—Clubs—Towns Without Theatres

TOM KEENE AND WERA ENGELS **HONG KONG NIGHTS**

Our big descriptive catalogue lists hundreds of other desirable late subjects. Scores of late 9-Reel Programs rent for but \$20.00 a week.

EASTIN 16mm. PICTURES CO.
Davenport, Iowa
EASTIN PICTURES, INC.,
Colorado Springs, Colo.

ROOFLESS PLATES WITH THE 3 POINT SUCTION FEATURE!

Mouth Clear NO ROOF

Featherweight—no gagging—Natural Taste—Holds Better. Singers, Speakers like the extra tongue room, clearer mouth. All forms false teeth—by mail—lowest prices. 60-day trial.

Write for FREE Catalog and Impression material. We trust you. Monthly Payments. 24 Hour Service. **HOD. LAB., 2061 Hod Williams Bldg., Tampa, Fla.**

CLINTON HOTEL

10th Street. Below Spruce, PHILADELPHIA, PA.
Seven Stories. Elevator Service. Newly furnished and decorated. Running water in all rooms. Rooms with bath. Special Theatrical Rates by Day or Week, from \$1.50 per Day; \$6.00 per Week.

THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, OPERA CHAIRS, SPOTLIGHTS, STEREOSCOPES, FILM CABINETS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, RECTIFIERS, REFLECTING ARC LAMPS, REWINDS, VENTILATING FANS, CARBONS, FILM CEMENT, TICKETS, MAZDA LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.

WRITE FOR FREE CATALOG "B".

MOVIE SUPPLY CO., Ltd.
1318 S. WABASH AVE. CHICAGO, ILL.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by **KEVIN BRENNAN**,
198 City Tattersalls Building, Pitt Street, Sydney,
Australian Office of **THE BILLBOARD**.

FOR SALE OR LEASE

COMPLETE MOTORIZED OUTFIT:
8 Trucks, 80x170 Tent, 2 Light Plants, Seats for 1,800. Can be used for Stage Show or Circus. Lasses White, or any Stage Unit write. Ready to set up and show. Address **BOX D-194, Care Billboard, Cincinnati, O.**

STOCK TICKETS

ONE ROLL . . . \$ 50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . . . 15.00
100 ROLLS . . . 29.00
ROLLS 2,000 EACH.
Double Coupons,
Double Price.

OUR DELIGHT IS IN GETTING YOU WHAT YOU WANT IN

TICKETS

WHEN YOU WANT THEM
Give Us Your Inquiry. We Want Your Orders.

THE TOLEDO TICKET CO., TOLEDO, OHIO.

SPECIAL PRINTED

Roll or Machine.
10,000 . . . \$ 6.95
30,000 . . . 9.85
50,000 . . . 12.75
100,000 . . . 20.00
1,000,000 . . . 150.50
Double Coupons,
Double Price.

802 CLAMPS HOUSE LEADERS

Jerry Sears, NBC Leader, Fined \$2,500; Leaders To Be Lectured On Powers Granted Contractors

NEW YORK, April 22.—Trial board of Local 802, musicians' union, this week fined Jerry Sears, NBC house orchestra leader, \$2,500, in the first step of a campaign to rein in radio station house leaders. Sears' fine, a steep one, was levied because the board found him guilty of discharging five NBC house men. Leaders have no authority to fire house men. Fine was on the basis of \$500 a man. In making an "example" of Sears, an official of the union said that every radio house leader in New York City was to be summoned to the local and "reminded" that the only person who can fire or hire a musician for house bands is the contractor.

NBC musicians' circles have been a hotbed for some months, because of undercover charges flying around and because of off-the-record claims of politics playing. Sears' case and another one, scheduled for trial Tuesday (25), involving Sam Tabak and Leo Spitalny, NBC contractor, are regarded as the climaxes of the situation. Tabak recently resigned from the 802 executive board, allegedly because of complaints he used his position to get jobs, a charge he denies. The Tabak-Spitalny case, according to insiders, will be filled with political involvements. Spitalny filed charges against Tabak claiming Tabak had tried to undermine him with NBC officials. Tabak has filed countercharges for six weeks' salary, saying he was given only two weeks' pay instead of eight when Spitalny discharged him.

The reason Local 802 is calling in other radio house leaders and giving them the warning that they cannot fire and hire men is because the administration is concerned lest conductors let their jobs become centers of favoritism. By-laws of the local provide that the contractor is the only one given power to engage and discharge staff men. Local

Gordon Thompson's Death Shocks Radio

NEW YORK, April 22.—Sudden death in Hollywood Wednesday, April 19, of Gordon Thompson, radio producer of the J. Walter Thompson agency, shocked local and Coast radio circles. Thompson, whose full name was L. Gordon Thompson, was only 34 and a popular figure in radio circles.

Thompson, who was not related to any of the founders of the J. Walter Thompson agency, is largely credited, with John U. Reber, radio head of that agency, for converting the Rudy Vallee program into the variety-guest star type of production, thereby establishing a precedent for the most popular type program on the air today. The conversion of the Vallee program from a straight musical-crooning attraction also contributed considerably to Vallee's maintenance of his stellar position for so many years. Thompson produced the Vallee program for seven years and was working on the program scheduled for Thursday, April 20, when stricken with the fatal heart attack.

Full details are in the Final Curtain department of this issue.

NBC Testing Shows

NEW YORK, April 22.—NBC Artists' Bureau has decided to give "package" shows a network airing before selling same to sponsors. William Hillpot, bureau exec, stated the decision was by way of answering the problem of whether a program that looks okeh on paper would click on the air. Tests will be for 13 weeks generally. Hillpot believes that by testing the programs NBC can more accurately predict what the show can or cannot do for a sponsor.

feels that if conductors had this power it might open the avenue to kickbacks and other chisels.

Original charges against Sears were filed by the five men he fired, one of whom was George Schector, a member of the Local 802 trial board. According to a union exec, Sears was dissatisfied with the work of these men and gave them notice. When the men complained to the union, the union called Spitalny, who said he knew nothing about the dismissals. Sears, in addition to the fine, was given notice by Spitalny, altho there is belief this will be rescinded. A story to the effect that Frank Black was partly responsible for Sears' act, having complained to Sears about the quality of one of his broadcasts, was denied. Black was supposed to have testified for Sears but did not because of illness.

In his charge against Tabak, Spitalny

asserts that after Tabak was dismissed he went to NBC officials over Spitalny and in trying to reinstate himself put the contractor on the pan.

Neither Max Arons, trial board chairman, nor Schector will sit at the Tabak-Spitalny hearing, having been subpoenaed by the contractor as witnesses.

Wax Work Writers Beef Over Low Pay

NEW YORK, April 22.—Still collecting "objectives" for a unionization program which is not expected to materialize before the end of this summer, the Radio Writers' Guild has set up a special committee to look into the plight of writers working for transcription producers. Scribes have complained that they have to turn out discs for \$5 and \$10 each while the companies receive 20 times that from sponsors.

At a meeting of the Guild's board some time next week execs will mull constitutional amendments to divide jurisdiction into three districts—New York, Chicago and West Coast—and to provide for a national governing council made up of 10 representatives of each region. Districts will have more local autonomy than in the present national set-up. Suggestion for change emanated from the Coast.

Television and Talent

Head of Zenith Radio Corp. Advises Actors Not To Build False Hopes for Near Future

The opening of the New York World's Fair in a few days will mark the first time regular television service will start. For the past several months television has received more publicity than ever before; the announcement by NBC of its schedules has been matched by announcements by various firms that they would place television receivers and adapters on sale when the fair opens.

But the question of whether television is actually here; whether it will mean actual employment to the many performers who, with others, see the new industry as a huge source of employment, still remains unanswered. There can be no doubt that many performers have wondered if, with all the hullabaloo about television, they will be able to get work.

In view of these questions, The Billboard asked Captain E. F. McDonald Jr., president of the Zenith Radio Corp., what he thought of the outlook for talent in television. Zenith is one of the largest radio and set manufacturers in the country and, like other manufacturers, has been experimenting with tele a considerable length of time. The only television transmitter in or near Chicago is now operated by Zenith.

Captain McDonald's statement, made exclusively to The Billboard, follows: "I wish I could supply you with an optimistic outlook for the immediate large employment of actors in the television industry, but I do not believe false hopes should be held out to the actors nor the public. Television for general use in the home is, in my opinion, still just around the corner for the stock salesman only. In England, where they have had television for three years under a government subsidy, the British trade papers frankly admit only 14,000 television receivers sold to their audience of 12,000,000 around London. Such an audience cannot economically support even one station. The Federal Communications Commission in its annual report in January of this year stated: 'However, it is generally agreed that television is not ready for standardization or commercial use by the general public.'

"Hurdling over the technical difficulties of television, of which there are many, no logical solution has yet been offered to the economic problems. I do not believe the American public is going to be entertained for long with less than the movie industry supplies. Some optimistic television prophets estimated that television could be supplied for a small fraction of what the movie industry spends. If they can do this, they should be in the movie production industry rather than television. Spot news as a material supporter of television programs is an optimistic dream.

"Vicious Triangle"

"The economic problem resolves itself into a vicious triangle, in my opinion. First, no corporation has the funds sufficient to supply adequate programs for a sufficient length of time to obtain circulation. Second, advertisers will not pay for the programs until circulation is acquired. Third, the public, which is the circulation, will not buy until they are assured of satisfactory and continued programs. No one as yet has offered the solution to this vicious triangle.

"The introduction of television cannot be compared with the introduction of radio, as radio transmitting stations in the early days were inexpensive and not limited to a 50-mile radius. Receivers were cheap. Even a \$2.50 crystal set would receive the local station. Talent in the early days of radio was not costly. I am not like the stagecoach driver who said that trains were never going to supplant him. Nor am I like the livery stable owner who said he was going to continue with his horses and carriages and did not fear the automobile. I am engaged in the television business right now. We have the only transmitter in the Chicago area and are transmitting daily. But we are loaning our receivers—not selling them. If television were ready for the public no one would welcome it with greater enthusiasm than I would. I believe it will one day be a great industry, but that day is not tomorrow. In my opinion television for general use in the home will come when we find a box office—a means of collecting for the programs presented. This box office will be found when we, the television industry, find the means of putting it over the telephone wires into the home and having the subscriber pay for what he gets at the end of each month. Then you can look for extensive employment for the actors in the new great industry."

Phil Lord's Big 'Mr.D.A.' Dough

NEW YORK, April 22.—NBC is reported paying \$2,000 a week to Phillips Lord for his recently inaugurated across-the-board series, *Mr. District Attorney*. This is regarded as a record high for a sustainer of its type. Average cost of strip air shows is considerably less than the figure mentioned being paid Lord.

Understood that Lord has been having script trouble with the program lately and has been unable to settle on a definite script set-up. Within the past fortnight about half a dozen writers have been called in to work on the material, but no set line-up of scribes has been hired. Writers start at \$100 a week, it is reported.

RCA Tele Dedication Reception Impresses

NEW YORK, April 22.—Dedication of the RCA exhibit building at the World's Fair was televised Thursday, David Sarnoff, RCA prez, officially marking the advent of television when the Fair officially lights up. On the same day tele sets will flood the retail markets, attachments to the present radio receiving sets selling at \$175, with three models of complete sight and sound receivers priced from about \$300 to \$600. The attachment model is the direct-viewing type, showing the image 3 3/8 inches deep by 4 3/8 inches wide, and the largest model reproduces pictures 7 3/8 by 9 3/8 inches in size which are reflected from a mirror in the lid of the cabinet.

Following its public initiation on April 30, a regular schedule of television programs will be maintained by NBC from its studios in Radio City and the mobile units for outside pick-ups, supplementing the special material shown at the World's Fair continuously from 11 a.m. to 9 p.m. daily.

In addition to showing the dedication exercises eight miles away from the point of origin by means of the television sets in a darkened room in Radio City, telecast offered a sports event, televising a three-round amateur boxing bout with Max Baer as referee.

The clarity and precision of all the subjects shown, comparing favorably with home movies, foreshadows a service which would enable newspapers to cover out-of-town sports and special events by means of television—a shadow that undoubtedly will fall like a thud upon sports writers who make most of these outdoor excursions in the name of coverage.

Dropping a hint as to the production problems television must meet, close-ups of all those televised were avoided because of the lack of any make-up. Also, Max Baer complained about the heat in the improvised studio. Baer said the lamps were hotter than those used on movie lots. Heat blistered a piano.

The publicity pictures decorating the preview room also strike a significant keynote. Tele sets are shown being used by folk in formal clothes in surroundings that approximate Park avenue penthouses, indicating that the market now sought is in the upper income levels. Also, stills show the sets in use in lighted rooms, with burning lamps very much in evidence, while at this stage it is still necessary to sit in a completely darkened room in order to view the sound pictures.

"Circle's" Weekly Nut Now Half Original Cost

NEW YORK, April 22.—*The Circle*, J. Walter Thompson's much-publicized variety program produced for Kellogg cereals, is now operating on a weekly budget which comes to about one-half the original cost. When first sent over the ether *Circle* put a weekly dent of \$20,000 to \$25,000 in the Kellogg-bank roll for talent alone.

According to estimates of J. Walter Thompson, *Circle* has now settled in its stride and shapes up as a strong variety (See "CIRCLE" WEEKLY opposite page)

WCFL, Spieler Clash Over Reins of Show Started on Station

CHICAGO, April 22.—Question of who has property rights in a show started on an outlet by a staff employee when the latter wants to switch the stint to another station was being batted back and forth this week between WCFL and Eddie Chase, conductor of *Make Believe Danceland*. Over differences of one thing and another, Chase took his show over to WAAF Monday and retitled it *Mythical Ballroom*. It's a recorded program of one ork leader's disc library on each shot and is built up to "make believe" said band is right in the studio.

Also idea is not new, Chase was first to start it around here a year and a half ago at WCFL and has built up a good following on it. Chase became dissatisfied with his deal there last week and decided to switch to WAAF, but WCFL has threatened to take the dispute to court, claiming the announcer hasn't the right to take the show with him. Meanwhile WCFL is continuing the two-a-day one-hour stint with another conductor, and Chase is carrying on under the new nom de plume at WAAF.

World's Fair Radio Staff Set; NBC Gets Rubbernecker Gravy

NEW YORK, April 22.—Staff to handle radio activities for the New York World's Fair was set this week by the fair's radio boss, John S. Young. Personnel will handle radio shows done by the fair, as well as work with stations and networks on special broadcasts and sponsors for commercial broadcasts.

Walter R. Brown, formerly with NBC, is staff engineer. Dana S. Merriman, another ex-NBC-ite, is in charge of the musical library, with Tom Neeley in charge of copyright. Bruce Fouche, formerly in CBS and WOR press departments, is general contact for special events. Bill Card, formerly in the NBC program department, is heading radio traffic for the fair. Frederic A. Millett, recently with the infantile paralysis campaign, is handling the women's end of fair radio. Anthony Marvin is the staff announcer. He was formerly with WNYC, New York. Frederick A. Long, former program manager of WJSV, CBS Washington station, is staff announcer, while John L. Clark, from WBZ, Boston, and Bob Wood, former editor of *Radio Guide*, are program supervisors. Dorothy Sullivan, who has been with Young at the fair as his secretary for a year, was formerly in the WOR program department.

Belief that NBC was not overly enthusiastic to have commercial broadcasts emanate from the fair is denied. Story was founded on the theory that NBC might lose trade in its studio tour if too many commercials came from the fair. However, NBC states that not only has the American Express Co. already booked 104,000 people to take the NBC studio tour, but that Radio City is so great a tourist attraction that most people who visit New York visit Radio City.

NBC tour biz averages \$300,000 a year, but will beat that this year. Tour admish is 55 cents per head, altho the express company is selling combination tickets netting NBC less per ticket. Quantity, however, makes up for this loss.

Raises at WIP, Philly

PHILADELPHIA, April 22.—WIP is ready to sign a closed-shop contract for engineers and will institute a preferential hiring system for announcers, according to Saul Waldbaum, attorney for the American Communications Society, a CIO affiliate which is organizing the employees of all local radio stations. An agreement has been reached after six months of negotiations, and Waldbaum is now engaged in rewriting the final contract. Both parties are expected to sign within a week.

Waldbaum also announced that negotiations have been entered with KYW. Two meetings have already been held, and others are scheduled to follow shortly.

At WIP the wages of the announcers will be upped from a \$25 weekly minimum to \$30, with increases of \$1.50 to follow every six months. The engineers' stipend was upped to \$43 from \$40, with a similar provision made for increases.

Unofficial Convention

NEW YORK, April 22.—Gag making the rounds of ad agency circles this week was that there were two unofficial agency conventions going on. One is in Battle Creek, Mich., where the Kellogg Co. account is supposed to be on the loose, away from J. Walter Thompson Co. Other is in Rahway, N. J., for Wheatena.

Wise money is betting Kellogg gets back to N. W. Ayers. Rohrbaugh & Gibson the last Wheatena agency.

WJBK Pans Sponsor Ideas About Talent

DETROIT, April 22.—Listener preference for certain types of programs, divided into 16 classes and carefully classified for each of 72 15-minute periods during the day, as well as after-midnight hours, is being used by WJBK in selling its time. Results of the survey are being guarded as a valuable sales secret of the station, but programs are being rebuilt in accordance with the findings. Typically, a series of shows from 6:30 to 7:15 p.m. has been replaced by a straight 45-minute melody program.

The nature of the breakdown of programs is shown by the four key groups in the survey: music, waltz time, smooth popular, swing popular, semi-classical and classical; news bulletins, comments and sports; skits, comedy, drama and adventure, and education, religious, household, patriotic, politics and travel.

In presenting its sales talk to advertisers WJBK frankly criticizes sponsors' choice of material for programs in a brochure issued this week, which says:

"The idea of consulting the listener about his likes and dislikes is so revolutionary that it's bound to build good will. People are fed up with having sponsors' ideas of entertainment thrust into their homes. . . ."

In presenting the brochure WJBK uses a tie-up with show business, "Are you playing to an empty house?"

DETROIT, April 22.—Manila G. (Bud) Shaver, former sports editor of *The Detroit Times*, has been set in this post at WXYZ.

Ford Factory Talent Show Off; Not Enough Assembly Line Actors

DETROIT, April 22.—Proposed Ford Motor Co. program by factory workers and their families appears to have been abandoned, inquiry here revealed this week, altho no official statement was forthcoming. Under the plan proposed the cast would have been Ford workers or members of their families.

Basic snag was apparently a dearth of suitably qualified talent for national broadcasting standards. There are plenty of good musicians in the plant, as individual appearances such as the Ford Dixie Eight have recently proved, but apparently the difficulty of getting together a large first-class orchestra proved too great.

The threatened difficulty with the Detroit Federation of Musicians never materialized, inquiry there disclosed. The proposal of a stand-by band, hinted at in earlier reports as customary practice, is not favored by the Detroit local, and Jack Ferentz, business agent of the union, said that there were many members of the local now employed at the Ford plant so that a union band could

have been formed from Ford workers, with perhaps a few other fill-in members from the local.

The Ford Symphony program, tentatively canceled for April 30 on account of the projected broadcast from the World's Fair, will go on the air anyway from Detroit as originally scheduled, according to final plans made here.

It is now said that Ford employees will appear as entertainers on one of the Wheeling Steel shows over Mutual, Wheeling having originated the type program using their own employees as the performers. Ford now is said to be considering another straight variety show using professional performers such as the Al Pearce program the firm sponsored for some time.

DETROIT, April 22.—*Ford Farm Almanac* has been placed for three-a-week broadcasting by WXYZ thru N. W. Ayer & Son. Program also goes out to the eight stations of the Michigan Network from WXYZ Monday, Wednesday and Friday. Agricultural news is alternated with a background of old-time and ballad music.

Para Leads in Air Plugs for Pictures

HOLLYWOOD, April 22.—Paramount still leads the flicker factories with amount of air plugs for product, nine Paramount personalities helping sell film wares over the ether during last week.

Cecil B. DeMille gave *Union Pacific* a boost on Lux. Jackie Cooper went overboard for *What a Life* on the same show. Bob Hope and Martha Raye credited *The Cat and the Canary* and *Never Say Die* on their shows. Bing Crosby plugged *The Star Maker* on the Kraft show, while Bob Burns gave the nod to *Our Leading Citizen* on the same show.

Martha Raye also appeared on *Gateway to Hollywood* giving her new flicker an added bounce. Dorothy Lamour mentioned *Man About Town* on the Chase & Sanborn hour, while Jack Benny took off his hat to the same flicker on his show.

Suit Threat Ends NBC's Screwballs

NEW YORK, April 22.—NBC's giveaway of a screwball gimmick burlesquing the World's Fair Trylon and Perisphere was stopped this week. NBC says the giveaway was taken off the air because an overload of requests involved a considerable expense and because the audience test of Doc Rockwell's show had been satisfactory. Noel Meadow, press agent, however, says NBC stopped giving away the screwballs because he threatened a \$100,000 suit.

Fortnight ago, Doc Rockwell offered the screwball gimmick as a gift. Thing is made with a brass screw and a round ball, simulating the World's Fair keynote buildings. Gimmick had a pin so that it could be worn as a lapel decoration.

Meadow, as a press stunt some months ago, set up the Screwballs Association of America and used it to get space for some of his accounts. Pictures taken in the New York subway on Sixth avenue broke nationally. Claiming he had the same emblem, press agent threatened suit. He, his attorney Laurence H. Axman, Clay Morgan and other NBC officials met a week ago to talk things over. No suit has been filed and Meadow is now trying to find out if he has a cause for action over the alleged screwball piracy.

Radio Talent By JERRY LESSER

HO HUM, spring is in the air and radio actors are beginning to take or plan their vacations already. TEMPLETON FOX has sailed for a vacation to Nassau; ALICE FROST, star of *Big Sister*, will head for Sweden in the near future, and this columnist will trek to Philadelphia on May 1 to join the army of benedictines. . . . VELMA McCALL, secretary to LUM and ABNER, and JERRY HAUSNER, who is currently appearing with WALLY FORD in *Of Mice and Men* on the Coast, were married this week. JERRY also appears on *Big Town* and *Silver Theater*. . . . BURFORD HAMPDEN has purchased the iron gates of the old Rockefeller estate and has moved them to his summer estate at Monroe, Conn. . . . MILTON KORF, CBS engineer, has formed a flying club among his colleagues. Technicians ED COUSSEY, WILLIAM MARTIN and ED SORENSON pooled funds to buy a new sport plane which they will use for week-end air jaunts.

Johnny Kane, Eunice Howard, Mark Smith, Josephine Houston and Jimmy Shields comprise the cast of the new WOR show, "Take a Note." Henry Morgan is emcee and Ernie Fiorito handles the baton. Scripts are written by Bogart and Marko and directed by Roger Bower. . . . Jack and Mrs. Norworth are in the throes of NBC television, and are finding it pretty difficult to memorize a vaudeville script they did over eight years ago. . . . Betty Winkler is coming in from Chi to play the lead in the next Arch Obeler script on NBC. Also in the cast are Betty Caine and Raymond Edward Johnson—making it an all-Chi cast. Raymond uses the middle name to distinguish between himself and the other Johnson of the same name who, so far, confines his talents to the theater. . . . Ken Roberts, CBS announcer, is moving to larger quarters, as they expect an addition to the family in the fall. . . . Art

Millet, also of the CBS announcing staff, intends to spend his spare time on the water this summer aboard his new cruiser.

PEPSODENT is trying to line up JOHN GARFIELD for its summer show. . . . NBC is planning a half-hour show built around TED COOK, the humorist, to be known as *Coo Coo News*. . . . *Highlights of the Bible* returns to NBC for the ninth year on April 30. . . . *Your Family and Mine* moves from NBC to CBS May 1, opposite *Valiant Lady*. . . . FANNY MAE BALDRICH was on *Battle of the Sexes* last week, which featured actors vs. announcers. She claims the announcers were more nervous, worst offender being MILTON CROSS. The announcers won, however. . . . PETER DONALD, who plays piano besides acting and writing, and LADDIE SEAMAN, who acts, besides playing piano and painting, wrote a modern ballet. Pete threw the thing out, so Laddie took some of the themes and it is now turning out to be a two-piano suite. They hope it will be good enough for PAUL WHITEMAN to do. Title is *Moby Dick*, and is based on the book of that name. . . . JAY JOYSTON directed the Salon Players of Jackson Heights in *This Thing Called Love*, Jay and his wife, RUTH HILL, played opposite each other. Others in the cast included MILBOURNE AMOS, FLORA FULTON, HAROLD UPDIKE, GEORGIABELLE READ, JOHN CRANDALL, PHILOMEL FONTE EVANS and JOHN EVANS.

BOBBY BARRY, currently with *Hellzapoppin'* at the Winter Garden, New York, is rehearsing some scripts which he hopes to sell to radio. . . . MARSHALL MONTGOMERY, veteran ventriloquist, made one of his rare radio appearances Wednesday on *Horse and Buggy Days*, sustainer on the NBC Blue. . . . SAM BROWN back to WMCA as a speler, and will do fights and *Five-Star Final*.

Jimmy Walker's Show Cuts New NBC Sustainer

NEW YORK, April 22.—Deal whereby former New York City Mayor James J. Walker became a radio news commentator, starting last night on NBC, brought some comment that the network was placed in the position of horsing around one of the programs it was hoping to build into commercial possibilities. Crawford Clothes bought Walker for the 8:15 to 8:30 p.m. spot Monday, Wednesday and Friday. NBC had *Don't Forget*, a new quiz show with Allen Prescott in the 8 to 8:30 spot but cut the show in half for the New York audience when Crawford took its time.

Criticism of NBC was especially bitter since both the Walker and quiz shows had the premieres last night and the sustainer was regarded as suffering from the cut in its inaugural. Since Walker is on locally only, the quiz remains on the network, but off New York. It is felt NBC could either have postponed the quiz premiere or, by some revolutionary step in radio, asked the sponsor to hold off three days. Quizzer gets a new time spot starting next week.

NBC was also criticized because the chain has been concentrating lately and making considerable fuss over its sustainers slated for build-ups.

"CIRCLE'S" WEEKLY

(Continued from opposite page)
program of more or less routine pattern. It has applause—which it did not originally have—and it has canned some of the elements which the agency hoped would set it apart as a unique program.

Chesterfields Renew Whiteman Month Before Option Comes Due

NEW YORK, April 22.—Partly to dispel rumors that they were dropping Paul Whiteman's show, Chesterfield cigarettes this week renewed the maestro for his half-hour weekly stint. To make the renewal more unusual, it came 10 weeks before Whiteman's current 13-week stretch runs out. Chesterfields had another 30 days before they had to commit themselves.

Two weeks ago Chesterfield signed with NBC and Fred Waring in deals representing commitments which may total almost \$2,000,000 in one year. Liggett & Meyers, Chesterfield manufacturers, are taking the 7 to 7:15 spot opposite NBC's erstwhile *Amos 'n' Andy*, now on CBS, and will spot Fred Waring and his orchestra in a 15-minute across-the-board show, an unusual departure in band programming.

Since the account is dropping Burns and Allen, and because of the size of the Waring-NBC expenditure, the rumor was around that Whiteman wouldn't get an option pick-up. Now that he has been

given another tie, it may be that Chesterfield will go NBC in order to gain discount. Also possible no such chain switch will be made, to spread the audiences.

Whiteman, now set for 23 weeks, has been asked not to do any dates far from New York this summer, so that he may broadcast from the New York World's Fair during May and June.

NBC Coupon Deal To Get Scripts Part of Chi Publicity Push

CHICAGO, April 22.—NBC with its two local WENR-WMAQ outlets here has been copping a steal on competitive recently in the matter of garnering local publicity space. Latest deal which netted plenty of pix and stories was press department's tie-up on the Monty Stratton benefit baseball game. Game was postponed on account of rain, but NBC got its pitch in by tying in with *The Evening American* on ducat sale, getting performers to sell the tickets. *Daily News* even went for a four-column pic of six beauts in bathing attire on the same gag.

Another tie-in with *The American* on the net's *Lights Out* show brought in over 500 scripts thru a coupon deal, besides pix and yarns. *Daily News*, always a staunch supporter of a city-management plan, goes consistently for stories on WENR's *Chicago Town Meeting* programs discussing this angle. Other big space-getters have been election tie-ups and *Inside Story* guest star gags. Net has also pegged plenty of stuff in *The News* without setting a stunt. Typical instances have been a by-line feature on the net's local studios, pix spread of NBC's comic calendar and spreads on Grinnell College girls coming here to find work. In all this stuff the papers gave program titles and artists' names.

Interesting angle is that local sheets are as tough or tougher to crack with radio doings here as anywhere, there being only one daily radio column and that is in *The Times*. Secondly, Mutual's WGN is owned by *The Chicago Tribune*, but nets space in that paper on Sundays only. Biggest local asset for this outlet is its array of local remotes. WBBM-CBS on the other hand has resorted to civic promotions to nab the local tuner-inners and rates less in the daily papers.

Announcer Charges Wage and Hour Law Violation in Suit

LITTLE ROCK, Ark., April 22.—Charging violation of the Wage and Hour Law, Herbert Lateau, radio announcer, this week filed suit against KARK here, operated by the Arkansas Radio and Equipment Co. Action was filed in the Pulaski Circuit Court yesterday and asks for \$585.22 due him because of the alleged violations.

Announcer claimed he was paid only \$21.86 on a total of \$50.72 in overtime earned and that he was discharged when he asked for the money. He contends he worked from 4½ to 6½ hours more than the maximum legally allowed. Lateau said this overtime was put in between October 24, 1938, and January 9, 1939.

Lateau salary was \$125 a month and he says he also lost \$214 in regular salary between the time of his dismissal until he obtained regular employment elsewhere. Law provides double actual loss if complaint is lost. Lateau is asking for this double amount and \$100 legal fees.

Court attaches said they believed it is the first case of its kind in this section.

Report Warners Leaving Muzak; Firm Reverts to Utility Corp.

NEW YORK, April 22.—Warner Brothers are expected momentarily to announce their withdrawal from Muzak, according to reliable information. Move will put North American Corp. into control again, even tho Warners will probably retain representation on the board of directors.

Deal whereby Warners went into Muzak had a stipulation that between April 1, 1938, and April 1, 1940, Warners would either assume control or step out of the picture. In the meantime they were to assume operation expenses of the

three affiliated corporations, Muzak, Associated Music Publishers and Associated Recorded Library Service.

Muzak itself is understood to have made money every month of the past year, but the two associated enterprises are reported as having operated at a loss. Warners had no occasion to sink money into Muzak, but did in the two other ventures.

Differences of opinion between Warners and North American occurred over extensive expansion plans, North American being in favor of such activity. Differences have been settled amicably.

When Warners-North American deal was effected Warners were very secretive regarding plans. It was reported that a program of national expansion would be instituted.

Warners for a long time have been interested in radio. They control Trans-American Broadcasting and Television Corp. and KFVB, Hollywood. The Muzak deal was regarded in the trade as an added radio-television expansion activity on the part of the film-producing theater-owning firm.

BILLY SWANSON

and his MUSIC

Mgt. CONSOLIDATED RADIO ARTISTS.

DAWSON

the man whose scripts sold around the world is available for one station's continuity and production staff.

RADIO EVENTS, INC., 535 Fifth Ave., New York, N. Y.

Advertisers and Agencies

By PAUL ACKERMAN

PROBABLY more than 90 per cent of the Procter & Gamble shows will continue thru the summer, including the entire Compton layout. . . . Lux Radio Theater to fold for six weeks during the summer. . . . Lawrence Tibbett returning permanently to *The Circle* April 30. Moving to Hollywood with his family. Dr. Susan has added Canadian Broadcasting System stations. . . . Bob Burns will again sub for Bing Crosby while latter is vacationing.

Hal James, Compton exec, returning Wednesday (26) from Oklahoma City, where he settled plans in connection with P. & G. Ivory sponsorship of Oklahoma City Indians ball games. Sponsorship is shared by General Mills for Wheaties. . . . Al Meltzer, of Columbia Artists, sporting a beautiful sunburn picked up on a South American cruise. . . . Bruce Fouche, formerly with WOR and CBS, now in the World's Fair radio department. . . . Don Becker, who collabs with Carl Bizby in scripting "Life Can Be Beautiful" and "This Day Is Ours," wrote the musical theme for "Life." He's also written the short poem used to introduce "This Day." . . . Earl Ferris now handling publicity for "The Gospel Singer."

EFFECTIVE May 1, John K. Strubing Jr. joins Compton as account exec-

utive for P. & G. Naptha. . . . Lead role on *Your Family and Mine* is open, owing to Ray Johnson's having to give it up when networks were switched. Johnson keeps role in *Valiant Lady*. . . . Fizedale office doing publicity for Bob Crosby. Bing Crosby's track at Del Mar opens August 2. . . . New York City Police Athletic League sponsoring its first radio show on WNYC beginning Saturday (22). Program goes in for deep kid psycho stuff, aiming to prevent delinquency and avoid future criminals. Show will feature interviews with cop heroes and will be produced and written by Sylvia Altman. . . . Dave Alber bought himself a house in Brooklyn. . . . Erwin Wasey, Inc., will handle account of Alkine Co. . . . Jane Webb, radio artist, has been signed to a contract by Paramount. . . . Three Peppers, currently at Coconut Grove, Park Central Hotel, get a WMAQ spot three times weekly.

Tom Lewis, producer of the Screen Guild show, comes east for a while, with Adrian Samish carrying on production for Young & Rubicam. . . . Twenty-four stations in the Central time zone will switch from the early to the repeat Jack Benny show beginning April 30, owing to daylight saving time. . . . Roy Winsor, one of the dramatic directors of the NBC, Chicago, has resigned to join the Leo Burnett Co., Inc., Chicago ad agency.

Chicago Air Briefs

By HAROLD HUMPHREY

WADE Advertising Agency is readying a string of guest stars for the Alka Seltzer WLS *Barn Dance* show, to fill the gap that will be left when Uncle Ezra (Pat Barrett) leaves next week for a six-week sojourn on his farm. Thru Wally Jordan, of the local William Morris office, they have already set Tizzle Lish for three dates, and Cross and Dunn for next Saturday. . . . NBC engineers claim they lost money on their first hop held last Friday despite the \$7.50 nick per plate and an attendance of around 500, but they had to have two bands yet—Ina Ray Hutton and Charlie Agnew. . . . Russ Hodges, sports spieler for WIND, leaves that outlet this week for WBT, Charlotte, N. C., winding up four years at the Chi station. . . . MCA has placed Alec Templeton, blind pianist, for a guster on the Ford Sunday Hour, May 28, and beginning July 4 the keyboard wizard will pinch-hit for nine weeks for the Fibber McGee show which ducks off for the summer.

Jimmy Evans' "Prep Show," produced by Chi's public schools' radio council, switches Saturday from WBBM to WLS. . . . Bill McGutneas, WGN's New York rep, was in and out of town this week for a huddle with the home office. . . . Marion Mann, the fetching looker who warbles for Bob Crosby's Band, will walk down the aisle soon with Jack Macy, local tennis pro. . . . Trying to think

of new places for prying into "privacy" with floating mikes had Hal Burnett, WBBM's promotional man, all consumed the other day, and he finally came up with the idea of concealing one of the gadgets in the Cub's baseball dugout to pick up the choice morsels traded back and forth by the boys in the hole. IMAGINE! . . . LaSalle Hotel is the latest addition to the remote band pick-ups, installing an NBC wire Monday to air Stuff Smith and His Gang.

DAVE BACAL, organist at WBBM, discovered this week that another of the craft was trading in on his rep, getting engagements and sending out press releases on the strength of his name being Dave McCall, but he went one step too far and said in one of the releases that he, too, played at WBBM. . . . The Blaw-Knox Co. may not be called in by WBBM to reconstruct that tower which toppled last week after being in use only a few days, because the station is skeptical now. . . . *Postal Oddities* is the tag for a new Sunday shot over WAAF. Program is put on in cooperation with the union local of the Post Office Clerks' Union and will dramatize true and unique events in the postal system. . . . Harold Betts and his *Doggy Dan, the Red Heart Man* show got a renewal over WMAQ for the entire summer.

From All Around

TWO new programs on WLAW, Lawrence, Mass., Stanley Shultz, program director, does one *News in Review*, for the Globe Furniture Co., and Irene F. Morgan, head of the continuity department, is doing an interview period titled *Neighborly Chats*. . . . Jané Porter's *Magic Hour*, on KMOX, St. Louis, has gone on tour for six weeks. With Kathryn Snodgrass, the original Jane, a mobile kitchen unit will visit 35 Missouri and Illinois cities as part of the Ford Motor Co.'s commercial caravan. . . . Jerry Hoekstra, public affairs director at KMOX, has organized a luncheon club to include special events of all St. Louis stations. Already members are Frank Eschen, KSD; Bill Durney, WIL, and Paul Arandt, KXOX.

"Spell for Your Dinner," new type of spelling bee, will debut Monday (24) over WDW, Tuscola, Ill. Program, to be presented by station manager, Clair B. Hull, will feature announcer Hank Fisher. New additions to WDW staff, include O'Darrell Cunningham, lately with WCBS in Springfield, O., who joined as production manager; Bernie John-

son, formerly of WDWS, Champaign, Ill., and Jay Krup, former city editor of *The Lawrenceville* (Ill.) *Daily Record*, as announcer and news editor, respectively. . . . Johnnie Neblett, sports announcer of WBNB, Columbus, O., was re-elected executive secretary of the American Association of Baseball Broadcasters at a recent meeting in Cincinnati in connection with General Mills and Socony-vacuum, sponsors of the local baseball airings. George Higgins, WCTN, St. Paul, chosen president for a second term. Members include Connie Desmond, WSPD, Toledo; Walt Lochman, KMBC, Kansas City; Allan Hale, WISN, Milwaukee; Ed Gallagher, WCCO, Minneapolis; Vic Lund, WRE, Indianapolis, and Don Hill, WAVE, Louisville.

WCBS, Springfield, Ill., has added Dick Noble to announcing staff. He will handle sports, special events and other features. . . . Ruth Davis, secretary to General Manager Lincoln Dollar at WBT, Charlotte, N. C., back at her desk after three-week illness. . . . Bob Young, KHJ (See FROM ALL AROUND opposite page)

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

Hours between 6:30 and 8:30 p.m. over WHN, Wednesday, provide listenable material in general. Forty-five minutes of the period given over to sports and news commentators, and this is rather poor programming, but some of the performances strike a high level.

ROY SMECK on at 6:30. He had some harmony singers with him, but they were negligible. Smeck's own banjo work, tho, was tops—particularly a fine rendition of standard tune, *Lady Be Good*.

DICK FISHELL, special events man, on for a quarter-hour sports talk at 6:45 p.m. Devoted considerable time to baseball—timely—and then touched upon highlights in tennis, track, swimming, boxing and bowling. Fishell dished a lot of personality chatter and did a bit of prognosticating regarding future baseball names. Cute angle in his talk was a compilation of the earning power per minute and per second of noted boxers.

BERT LEE, doing a sports talk for Gillette Razor program at 7:15 p.m., restricted himself to a much smaller field than Fishell, devoting himself exclusively to baseball results. Lee did his own commercials, sliding right into them via his sports chatter. Lee is Bert Lehar Jr., WHN sales director.

GEORGE HAMILTON COMBS, newscaster, on at 7:30 p.m., did an all-round okeh job. His delivery is excellent, somewhat satiric in nature, and strongly subjective in spots. Gave highlights of the international situation and then switched to national news. Very able.

Recorded music of **HARRY JAMES** on at 7:45 for a quarter-hour program. James has a good orchestra but wax shows lack punch. A couple of long commercials for Home Diathermy, sponsor of the period, were sandwiched into the 15 minutes, and as a result not much time was available for music. Only two and perhaps a portion of a third tune were heard.

ZEKE MANNERS and the hillbilly tribe on at 8 p.m. for an hour of assorted mountain music—instrumental and singing. Stuff is too well known to require much comment. Audience for this type of material is fairly stable. P. A.

Wilkins' Amateur Hour over WJAS, Pittsburgh, proves in its third year on the air that localized talent shows can pull thousands of votes from listeners every week, and sell merchandise, regardless of the caliber of the entertainment. Emceed by former musical revue singer **BRIAN McDONALD**, who picks performers with aid of pianist **JERRY MAYHALL**, the Wilkins show displays the best of Western Pennsylvania's non-pro singers, mimics, instrumentalists, dancers and the like a la Bowes. Which doesn't mean topnotch amusement all the way thru. But add the sizable cash and merchandise awards the sponsor gives and you have listeners wanting to vicariously share the spoils. Singular to the Wilkins hour is a burlesque drama, featuring McDonald, Mayhall and announcer Jack Logan, who throw in plugs mixed with hokum.

On most recent show caught, seemed like mugging for overflow audience in Moose Temple drew laughs from the lookers, but modified effectiveness of commercials to unseen audience and occasionally even drowned out advertising. Which might not be a bad idea sometimes, considering the reams of spiels Logan et al toss into mikes. But then, the sponsor's unbroken three year over same station must mean something. On day reviewed, \$500 in cash was awarded to 13 contestants who had been winners in 13 previous broadcasts. Best of acts was a music crew labeled "The Impressionists," a guest troupe from a previous elimination. Their streamlined Hawaiian melodies were of commercial merit. M. F.

NBC Economizing On Replacements

NEW YORK, April 22.—National Broadcasting System is economizing on sustaining replacements for summer commercials, and outlook right now is that cost of filling in the time will be comparatively small.

Some commercials have already been replaced, with others slated to follow soon. In each case the replacement date is one week after the program's last broadcast.

Ballard & Ballard show goes off April 29, and this twice-weekly quarter-hour period will be taken over Friday by *The Book of the Month* and Saturday by the *Ranch Boys*.

John Morrell & Co. exits Sunday and spot will be filled by *Name the Place*. *Place* will be expanded from a quarter hour to 30 minutes.

Sherwin-Williams, half-hour program which went off April 2, is replaced by the Meadowbrook Orchestra.

Musterole's half-hour show, which folded April 3, taken over by Paul Martin's Orchestra.

William R. Warner's half-hour spot scrambled April 14 and is filled by *NBC Jamboree*.

Benjamin Moore & Co.'s quarter-hour period, which ended April 1, taken over by *Music Styled for You*.

Thomas Cook & Son, Wagon Lites, quarter-hour, went off March 19 and is taken over by *Book of Review*.

American Rolling Mills, which ended April 9, taken by the half-hour Crawford Caravan.

Vick Chemical Co., off March 19 and replaced by Radio Guild, half-hour.

Bowey's, which went off March 22,

will be replaced by a dance band. *Sheriff Bob*, in the spot now, leaves soon.

Kellogg Co.'s Don Winslow, five-a-week serial which ended as a commercial March 24, remains on as a sustainer, net figuring it is a good show.

Ralston Purina, five-a-week quarter-hour, replaced by Vaughn de Leath on WJZ only.

CAN THIS BE

(Continued from page 3)
ent slate of its own; hence the absence of a listing at the deadline.

Philip Loeb and George Heller, storm centers in the past and figured as probable targets for an attempted battle this year, remain in Council, tho Heller's term is only for a year.

BIG SHOW GETS

(Continued from page 5)

Story of Terrell Jacobs slanted around latter being almost sightless in one eye but vision gradually returning. April 6. WJZ-NBC—Goodyear Farm News. Don Goddard interview of Beverly Kelley.

WABC-CBS—Phil Cook program. Show plug in general.

WHN—Fred Bradna, equestrian director, interview. April 21.

WOR-Mutual—Uncle Don's program. Paul Jerome, clown, interview. April 13.

WOR-Mutual—Billy Emery's program. Paul Jung, clown, interview. April 16.

WHN—Gotham Nights program. Felix Adler and Lulu, interview. April 14.

WINS—Hubert Castle, interview. April 6.

WEAF-NBC—*Battle of the Sexes*. Riddle of Gargantua the Great. April 18.

In probable future class are following: WEAF-Network. Fitch Bandwagon. Merle Evans, show's band leader, interview. WHOM—Cristiani Family, riders, acrobats, etc., interview in Italian. April 27.

Kelley is due to leave the show after Philadelphia engagement, as he was contracted for fore part of season only, same as last year. Has practically set show's radio policy and publicity for the season. Frank Morrissey, his assistant, taking over in full some time next month. Platters will be used extensively. Bulk is promoted time.

Program Reviews

EST Unless Otherwise Indicated

"Songs, Words and Music"

Reviewed Monday, 5:45-6 p.m. Style—Narration and music. Sponsor—Chamberlain's Lotion. Agency—John H. Dunham. Station—KNX (CBS Pacific net).

This individual 15-minute show has drawn its share of listeners due to the drawing power of the narrator, Eddie Albright, and the warbling of Russ Brown. Program is limited in time but manages to produce sock entertainment. Erwin Yeo, CBS staff organist, contributes his share of the melodic part by turning out some unique arrangements on the Novachord.

Albright has quite a following in local circles, having been on the air for years with his poetic readings and bits of philosophy. Each program is slanted toward some well-known author.

Brown has one of the best radio voices heard in some time. His style puts him up in the same class with other top-flight air warblers. His baritone rendition of *Buckaroo Sandman* and *Caravan of Clouds* was tops. D. O.

Doctor I. Q.

Reviewed Monday, 9:30-10 p.m., CST. Style—Audience quiz. Sponsor—Mars, Inc. Agency—Grant Advertising Co. Station—KWK, St. Louis (NBC Blue).

Bigger, better and more cash prizes is the keynote struck here. With a couple of rough spots knocked out this show should click because everybody is eligible for some very liberal amounts of coin. Stint is spotted for five-week runs in large theaters, Fox Theater in St. Louis getting first call, with the Chicago Theater in Chi set next. Dr. I. Q. pops the questions from the stage after giving a cue to one of his five assistants in the audience to pick out a victim. Stooges have traveling mikes to pick up the answers. Questions popped range from ridiculously simple to very tough, and from \$5 to \$25 is given the contestant who comes thru with the right answer. Sum varies depending on when the lulls come; then the price is tilted to hypo the crowd.

Midway thru the 30 minutes the entire house was given a crack at a \$200 prize by answering 12 true-or-false queries on a tally card passed out when the stubholders enter the theater. This gag is run on the bank-night plan, the \$200 being a C-note increase over the first week, when the patrons all failed to get 100 per cent. These 12 questions are selected in sets of four sent in by the radio listeners. Each set used is worth \$50 to the sender. After the crowd has checked off their cards the individual quiz is taken up again by the Doctor.

As with all such shows, there's not much to point at from an entertainment angle, but shot has all the ingredients from the sponsor angle and should build to gigantic proportions. Boxes of Milky Way candy bars are given to the "losers." Humphrey.

"Relatively Speaking"

Reviewed Tuesday, 9-9:25 p.m. Style—Interviews. Sustaining on WNEW, New York.

Another idea that must have looked great on paper but that doesn't work out so well in practice is this cleverly titled show. Original twist brings to the microphone for their brief moment of glory the relatives of prominent people, with sister, brother or uncle, as the case may be, basking in the reflected glow and giving forth with some "inside" stuff on the lives and habits of their illustrious kin.

Trouble with the program lies in the inane fan mag flapdoodle that's disseminated as straight-faced fact regarding the celebs' lives, etc. Particularly nauseating on the show caught was the drivel dispensed by Eleanor Kilgallen, sister of *Journal-American* reporter Dorothy, anent sis's routine and reaction now that she's a full-fledged Broadway columnist. This sort of thing belongs on a waffle.

Not much better was Hendrik Willem Van Loon's son Willem. Potentially (he hopes) a musical comedy librettist and lyricist but currently a chorus boy, the lad capped a sickening discourse by singing (sic) a song of his own, a bit of diluted Noel Coward called *Good Little*

Girl. Two other relatives, Ella Baker, Phil's sister, and Charles Atlas Jr., son of the strong man, were at least adequately human in their discussions of themselves and their famous families.

Idea, to repeat, isn't bad at all, but interview scripts have to be far more intelligent and genuine to make it amount to anything. As it stands now, it's worse than the drooliest fan publication; at least in a mag you get pictures.

Leo Guild digs up the relatives and arranges for their appearance, and the interviews are conducted as capably as possible under the circumstances by Paul Brenner, of the station's announcing staff. Program switches on May 6 to Friday nights at 10. Richman.

"Don't Forget"

Reviewed Friday, 8-8:15 p.m. Style—Quiz. Station—Sustaining on WJZ (NBC-Blue network).

Forget is a new type of quiz making use of a gimmick called an MPC. MPC stands for mental point of contact, and is by way of being a hint to the contestant. Questions are phrased so that the MPC is included in the question—so that contestants with ingenuity are sometimes enabled to answer correctly even when they are not perfectly certain of the information required.

Opening program Friday was just 15 minutes, and was sort of a preview of the program, owing to debut of the Jimmy Walker commercial at 8:15 p.m. over WJZ. Following shows will be 30 minutes.

Allen Prescott does the interviewing, posing his questions well and raising laughs. His diction is good. Mail device is an offer to listeners of \$3 for each usable question and MPC submitted.

Program is worthy of sponsorship. Ackerman.

FROM ALL AROUND

(Continued from opposite page)
newscaster, angled new sponsor for his early bird broadcast. Sherwin-Williams Paints new backers. . . Ray Noble plans Eastern tour with ork after summer lay-off of Burns and Allen show. . . Jack Dolph, CBS exec, back at his desk at Columbia Square following a dash east. . . Bing Crosby's new discovery, Linda Ware, a 13-year-old warbler, gets spot in *The Star Maker*, Bing's new flicker. . . Lionel Riceau, former announcer for WWL, New Orleans, new addition to WSM staff at Nashville. . . Staff of WWL has organized its own bowling team and is challenging staffs of four other New Orleans stations. Al Godwin is captain. . . June Howard, soloing via WENO, New Orleans, is slated to join St. Louis open-air troupe this summer.

Material

Protection Bureau

A Free Service for Readers

ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their signature, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send sealed packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The *Billboard's* intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.



Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
BARCLAY 7-5371.

RAT RACERS ON THE RUN

J-Bugs Have a Spine Lacking Responsibility on Both Ends

Collegians define the jitterbug—mostly jibes—sex-madness to dementia praecox characterizes the flea-hoppers—an itch you can't scratch

(Continued from page 3)
floor" and at V. P. I. "a dancer temporarily intoxicated by swing."

An Inventive Screwball

At Brown University they look upon the bug as "something unnecessary and showing cheap taste," while at Mississippi State College the jittery J is "an inconsiderate young squirt who monopolizes the dance floor and has nothing to do in his spare time but to invent some new way of jumping around and getting in the way of all good ballroom dancers." Matching that, Vanderbilt University labels the bug "a show-off—one who 'shines'; screwball, punch drunk, slap happy, damn fool."

Having high hopes, a colleague at Southwestern University explains "the jitterbug is one affected by the drug 'swing.' The drug will soon wear off and the patient will soon be back to normal." Georgia Tech makes the distinction that "a jitterbug is a good dancer whom the music 'sends'; not an arm-swinging, sloppy exhibitionist." Also taking exception, Sammy Messina, at University of Alabama, points out that "a jitterbug is not a true appreciator of fine swing music, but rather a plebian character who makes a nuisance of himself at dances and night clubs by dancing in a most uncouth manner and making too much noise for the people around to bear."

Jitterbugs are "two feet and a wiggle making their place in the fun," explains Transylvania College, while North Dakota State College says "a dancer with an extremely fast and showy style." From Western Reserve University, "one who takes up a lot of room while dancing and makes noise when the band is playing." Conventionally, the Allegheny College student passes 'em off as "those who are devoted, honestly enough, to a type of music which fails to merit anything more than a mild interest."

Calling All Asylums

Apparently immersed in psychology majors, or currently in the throes of a course in abnormal psychology, many of the college editors taxed their psych textbooks to define the illusive jitterbug. George F. Scheer Jr., at University of Richmond, diagnoses the bug as "one whose mental synapses have atrophied, but whose innate reflexes are working overtime. A mental dullard and nervous power house. A show-off complex given an excuse. A stupid fool who believes 'letting yourself go' means a complete breakdown of intelligence and good taste."

"A cross between a fugitive from a strait-jacket and a fiend high on weed" is the colorful and psychological analysis of Jess Hassell Jr., of Southern Methodist University, while Providence College suggests "a victim of dementia praecox not responsible for his action." At the University of Baltimore he's considered "a sex-crazed exhibitionist with moronic mentality" and at City College

They Even Teach It

NEW YORK, April 22.—The exception rather than the rule, jitterbugging is one of the major extra-curricula activities at the University of Utah, Salt Lake City. The students, who heretofore haven't taken readily to dance fads, are really going in for jitterbugging, advises Betty Waugh (*Humbog*). Each Saturday night, in the Campus Union Building, jitterbug instruction is given during the dance intermission. Altho they were loath at start to take part in any form of exhibitionism, they finally gave in and now jitterbug to their heart's content.

of New York "a moron with the ability to shag."

University of Tennessee describes the bug as "a person whose constitution is easily susceptible to rhythm and lets nature take its course, as well as all inhibitions when he hears 'hot jive.'" In other words, as the Duke University student explains, "one who 'lets himself go' plus."

In a tone of pity, Union College considers him "a person who is temporarily insane—he is overcome with swing music and is hardly responsible for what he does." From Elon College, "a non-playing swing fan who expresses his appreciation by spasmodic fits," while Baylor University characterizes 'em as "a listener overcome by swing rhythm, licks, giving vent to his feelings in any one of a hundred different ways, maybe unconsciously, maybe show-off."

"A jitterbug is a nervous breakdown set to music," offers East Texas State Teachers, and from Oklahoma A. & M. comes, "Someone who has temporarily lost his mind and sent his feet in search of it—or a jitterbug is a worm on a hot rock." To Kalamazoo College he's "a person with an adolescent mind that has finally found a field wherein distinction of a sort may be gained without too much mental effort." And at Michigan State College, "one who lets his nervous system get the best of him when confronted by a 'hot' cornet."

Prying into the emotional make-up of the jeppers and shagers, Colby College considers the jitterbug "a person who has no control over the emotions aroused by swing music, but even tho they are in the minority, they cause swing to be ridiculed." At University of Pennsylvania he's "a specialized type of neurotic whose inability to control his emotions has become a universal fad." And at Presbyterian College "one emotionally disturbed and moved to rhythm by swing or hot music."

Hit and Run Dancer

Tom E. Stanley, at Clemson Agricultural College, considers 'em as "one whose every emotion reacts at the sound of music—it is an uncontrollable menace to society—a hit-and-run dancer." From University of Chicago Ned Rosenheim opines a jitterbug is "a person who, lacking the discrimination to see that the fine, spontaneous features of swing music have been with us for many years in the work of men like Ellington and Lunceford, indulges in an emotional orgy at any manifestation of musical unorthodoxy, particularly if it is loud." And in the strait-jacket groove, Mercer University passes the bug off as "a damned idiot"; at University of West Virginia, "a moronic show off," and at Alfred University, "tune-struck maniac."

The anthropology students dipped the J-bug into Darwin's pages. Says Harry Roberts, University of Oklahoma, "The jitterbug is a degenerate idiot with cannibalistic tendencies whose place is among the tom-tom beaters of Africa," and from West Kentucky State Teachers, "a glutton for punishment with excessive nervous energy and the primitive instincts of a war-mad cannibal." At St. John's University the jepper is described as "an irrational creature closely related to the cannibal type." From Carleton College, "one who is carried away by his natural instinct and who is yet in the earlier stages of civilization"; University of South Dakota looks upon 'em as "a member of that section of genus homo most closely approximating the ape in mentality and habits," and from Kansas State Teachers, "a dancer who stresses primitive rhythm and suggested beats—not necessarily fast dancing but syncopated."

Sticking closer to musical lines, at

Importance of Platters

A SURVEY recently conducted by the W. B. Bradbury Co. at 200 college campuses in connection with the purchasing power of college men and women reveals that phonographs and phonograph records cut a healthy slice into the collegian's allowance.

AMONG the men students, \$514,263 was spent for phonographs and \$340,710 for records. The women itemized \$30,906 expenditure for the platter plates.

WITH the revival of interest in recordings, this college market becomes increasingly important to band leaders, vocalists and bookers. Read next week's issue of The Billboard for an analysis of expressions on the importance of recordings as compared to the radio from the colleges participating in "The Billboard" survey.

Randolph Macon Women's College the jit'bug is considered "one who swings or 'jits' to music of that type." And in the same groove from Cumberland University, "one who loses interest in everything when they hear a good band and go," and from Williams College, "someone who has no self-control or loses all that he has in the presence of rhythmic music."

"A rhythmic exhibitionist who hears music with his feet," opines Bowdoin College, and from Pennsylvania State College, "dance lovers who have no stemming control over the effect of rhythm on their physical being, and so have to manipulate the body in a wild, fast manner to accommodate that rhythm flow."

A Fool

Bellot College considers the bug "a dancer with feeling for syncopated rhythm who is sent by the music—sometimes, however, merely a sensationalist or show-off." Robert J. Supple, at Wabash College, declares, "I really like truckin', peekin' and all the other types of swing dancing, but I think on the whole a jitterbug is one who usually makes a damn fool of himself on the dance floor."

Adding fuel to the fools, both Yale University and University of North Carolina agree the jitterbug is "a fool," while the gals at Smith College pass 'em off as "a —." But from Arkansas State College the editor advises his thoughts are "censored!"

Indiana State College says that "after the newsreels showing jitterbugs in competition came around, jitterbug and screwball became practically synonymous." "A person who when fast music is heard—smooth dancing doesn't!" describes the reactions at Northwestern University. University of Missouri opinion is that "a jitterbug is a person who professes knowledge of swing music and tries to spread his knowledge to the world by beating it out, imitating the Holy Rollers and stomping at the Savoy." And in kindred spirit, Lake Forest College classification takes in "an exhibitionistic dance (not to be confused with one who appreciates swing music), a throw-back to the Charleston, Shim-Sham and Black Bottom days."

Marbles in the Nogger

"A male or female with a loose marble or two in the nogger," belittles Colgate University, while the University of Cincinnati defends the bug as "a person who likes to listen to or dance to fast swing bands." "One who jives out the rhythm physically," says De Pauw University's observer, but to Kenyon College, he's "a screwball with a love of rhythm."

"Joe College," characterizes the jitterbug investigator at University of Kansas City; only a "fad" speaks up the Dickinson College observer; "a swing fiend," says Rensselaer Poly Tech; "a jivers jeep!" jams the subject at Fairmount State Teachers; "a swingist gone crazy," is the cry from Oklahoma City University; "mechanized hot rhythm," is the University of Pittsburgh explanation, and from Rutgers University, "a rhythmic exhibitionist."

Insecticides

A Britisher recently stated in *Reader's Digest* that a jitterbug is not an insect

Kent State Soph Hop Halted When G. Hall Gets Shaved Payoff

KENT, O., April 22.—Dispute over failure of the dance committee to meet its financial obligations to maestro George Hall, who refused to strike up the band after the intermission period, resulted in an embarrassing interruption of the annual Sophomore Hop last Saturday at Kent State University here. Hop is the outstanding social event of the year on the Kent calendar, drawing many students from neighboring campuses.

Contract, it was said, called for Hall to get \$800 for the date, with payment of \$400 before the dance started. Committee was about \$100 shy in meeting these terms, explaining to Hall before the dance that there were outstanding ticket sales yet unreported. Hall, the committee said, agreed that the balance be sent on to him the first of the week. The band set up and all was well until intermission time at 11:30 p.m. when, the committee said, Hall retracted his agreement and ordered his band to pack up. Dance was to have been resumed at 12:15 and continue until 1 a.m. Hop attracted some 400 couples who had to cut their dancing short.

According to the committee, college authorities were asked during the intermission to underwrite the band contract but refused. President Dr. Karl C. Leebrock of the University said he would confer with class officers in an attempt to reach some solution in the matter. Hall could not be reached for comment, band jumping around on one-nighters in this territory.

NEW YORK, April 22.—George Hall did not knock off after the intermission at the Kent State University prom, as claimed by the college dance committee, but continued on the stand until the end of the dance, according to Julian Rosenthal, Hall's personal manager here. College owes \$310 on the date, having already paid \$490 of the \$800 called for, Rosenthal said. Manager stated that finishing the session was the only thing to do under the circumstances, thereby giving Hall a clean bill of health with no possible comebacks from the school.

WISCONSIN STATE Musicians' Association, representing 35 locals, holds its semi-annual conference May 7 at Wisconsin Rapids. Volmer Dahlstrand, Milwaukee local prexy, heads the State org.

but a human being acting as one. And proving that the reading habits of collegians go beyond the *Police Gazette*, observers at St. Benedict's College and Wake Forrest College borrowed that definition. Others elaborated on the same theme. From Knox College, "a sort of chronic 'ants in the pants'—not really an insect but merely acts like one."

"A jitterer with bugs in his pants," observes the student at College of the Pacific; "a couple with ants in their pants," says Hunter College, and from Hendrix College, "a screwball with ants in his, or her, pants."

Condensing the sum and substance of every college campus, Albert Thorwaldson, at North Dakota State College, lends the final touch with a cryptic capsule—describing the jitterbug as "a man who has an itch where he can't scratch it."

Mostly Romance

NEW YORK, April 22.—There's no accounting for musical tastes at the University of California, at Berkeley, advises Dixon Gayer (*Pelican*). They love "hot" records, but let a band play a fast piece and they'll sit the dance out. Students here take their music seriously, but not their dancing. Rather, they are more inclined to romance, and it reflects in their dancing and choice of orchestra. Give 'em music where "he takes her in his arms—and they take a walk!"

Waltz Me, Gate

NEW YORK, April 22.—Waynites don't go for swing if the J-Hop is a criterion, explains J. R. S. Millar (*Detroit Collegian*) in accounting for the musical tastes at Wayne University, Detroit. Count Basie, at the hop, did his best under such adverse conditions. But what made the 1 o'clock maestro really jump was when someone asked him to play a waltz. The Count did—just one.

Ballroom Ops Not Enthused Over Org Meeting in Philly

PHILADELPHIA, April 22.—Response from ops urged to attend the two-day meeting of the National Ballroom Owners and Operators' Association has not been up to expectations, according to El Brendel Jr., head of the group who called confab here for May 2 and 3. Most letters he received up to this time state that ops will abide by the decisions made, but regret that they can't attend.

Despite this, Brendel still thinks there will be a sufficient response to insure the success of the meeting.

The co-operation of the AFM locals and the various hotel men's associations is also being sought. The AFM, he says, has a similar problem arising from the fact that the major agencies control most of the available network spots, which they use only for bands under their management. The hotel and cafe men, he added, will be in favor of any method that will reduce the high price of name orks.

Eastwood-Westwood To Swap Ork Stands

DETROIT, April 22.—Addition of Westwood Gardens to the operations of Henry Wagner and Max Kerner, who manage Eastwood Gardens, makes this management the biggest buyer of traveling name bands in this territory for the summer. As the outdoor ballrooms are 25 miles apart on opposite sides of the city, policy planned is to alternate dates between the two spots with the big bands, similar to the swapping done by the Karzas brothers in Chicago between their Aragon and Trianon ballrooms. Buying the band for both stands also helps to cut down on the booker's asking figure.

Gardens at Eastwood Park tee off the dancing season on May 26 with Wagner in active charge out front. Bard attraction not set as yet, and, as last season, the bigger names are the ones sought. Commitments have already been made for Russ Morgan, Eddy Duchin, Bob Crosby, Jan Garber, Benny Goodman, Henry Busse, Buddy Rogers, Hal Kemp and Gene Krupa.

802 Cleaning Up Catering Underscales

NEW YORK, April 22.—In a drive to clean up underscaling in banquet halls and catering establishments, trial board of Local 802, American Federation of Musicians, this week interrogated 185 band leaders in order to study conditions in the industry.

Four men were expelled from the union and more will follow. Names are Victor Goldring, Nathan Ritholtz, Matty Silvey and Charles Silvey.

Local expects to force caterers to pay scale by instituting a steward system to supervise jobs with all employers who have been found guilty of chiseling.

According to Max Arons and William McCaffrey, local execs, catering business amounts to about 20 per cent of the local's outside jobs.

Sachs at Alexander's Desk

NEW YORK, April 22.—Mannie Sachs, previously confining his major activities at Music Corp. of America to acts and attractions, takes over the portfolio of band duties vacated by Willard Alexander in moving over to William Morris office. Also takes in the recording activities of the MCA bands. However, Sachs will still hold on to several of his act accounts, including the Statler and Knott hotel chains and the Mt. Royal Hotel in Montreal, Canada.

Collegians Like To Listen to Swingers But Desire It Sweet When Cheek-to-Cheek at Proms

NEW YORK, April 22.—It's the exception rather than the rule that finds the rowdy-dowdy gutbucket drippings taken in favorable doses when Joe College in his freshly pressed tux takes his best gal under the arm and toddles across the campus green to trip a lick of terpsichore at the junior prom or sophomore hop. That students still like to listen to swing but want it sweetened for dancing, practically all of the college editors participating in *The Billboard* survey are in agreement.

When dancing, they want something danceable and dislike a "sweaty evening" of all torrid tootling. The tempo can be smooth, moderately fast and even in three-quarter time, but there is a definite expression of feeling against riding on a riff for 28 choruses, or a trumpet player blowing his top to make his high notes reach the ceiling. It's alrighty to intersperse a stomp or sender every other or so dance set, but it's no go for the screwy and tricky arrangements.

There are isolated instances where the students like swingeroos to the extent of the hotter the better, but it's safe to generalize that the vast majority shun the cannibalistic jive. No sandblasting,

skip the power house, give 'em good, straight and sweet dance music in a swing setting is the popular advice offered to bands taking in the college campus on their touring.

It must be remembered that all dance music must match the mood of the dancers to meet the approbation of the collegians. And it's the conservative style of dancing that predominates at the campus proms and hops. Jitterbug steps, if present at all, are confined to fraternity house parties, and are a decided minority at informals and gym dances. And for the formals, perhaps a few daring jitterbugs will venture forth, but they are held up to ridicule. At some schools, jitterbugging is taboo entirely, and all colleges, as a rule, frown on idiots conforming to Hollywood's conception of a collegiate dancer. Not only is jiggling too strenuous but fast breaking and cut-ins, especially at the Southern schools, leave little time for the hoppers to get warmed up in any particular routine.

Dancing is strictly a social and enjoyable function and not a physical exertion. Besides, says Joe College, gymnastics should be confined to the gymnasium.

Conrad's \$830 on Triple Terp for First Time Out

KANSAS CITY, Mo., April 22.—Judy Conrad, former local Tower Theater pit ork leader, made neat grosses over the week-end at Will Wittig's Pla-Mor Ballroom. Thursday's take was the best biz of the engagement, 750 dancers crowding the floor at 40 cents a person to ring up a total take of \$300. Saturday, usually dancepator's big night, fell short with a take of \$250, 500 persons plunking a half buck each. The Sunday matinee netted 800 persons at 35 cents each to ring up \$280 and a grand total of \$830.

It was Judy Conrad's first dance engagement. Hailstorm and rain over Saturday and Sunday accounted for the reduced take those dates.

Only Half Turn in Ducats

CANTON, O., April 22.—Austin Wylie, once a fave hereabouts when playing Cleveland's swankier haunts, attracted less than 1,200 at half dollar per last Thursday at Moonlight Ballroom, Meyers Lake Park, at a dance sponsored by the local truck drivers' union. However, trucksters hustled twice as many tickets about town as there were dancers showing up. Added interest was \$200 in merchandise awards and dance contests.

Harry James a So-So \$469

PITTSFIELD, Mass., April 22.—Harry James failed to cause any great excitement at the State Armory here last Thursday for Joseph Sonsini. With tickets at 35 cents, only 552 payees turned out for a weakie gate of \$469.20. Sonsini has Tommy Dorsey coming in Thursday (27) and Glenn Miller for May 11.

Starr Replaces Morris As Warner Music Head

NEW YORK, April 22.—Successor to Edwin H. (Buddy) Morris as head of Warner Brothers' music interests is Herman Starr, v.-p. of the film company. Morris, son of Sam E. Morris, Warner v.-p. in charge of foreign activities, resigned this week as vice-president and general manager of Music Publishers Holding Corp., Warner subsid covering all music firms owned by the film company.

Morris was in charge of the music pubs for several years, and, tho his plans are indefinite, he intends to remain in the business, either at the head of his own company or as a partner in an established pub.

PHILADELPHIA, April 22.—In spite of heavy downpour slightly over 1,600 massed at Town Hall last Wednesday for Mal Hallett. With a 50-cent admission tag, gate approximated \$820, a profitable take for the United Wholesale and Retail Clerks' Union, which sponsored the affair. Advance sale amounted to \$200, the remainder paid at the b. o.

Brown Helps Charity Ball Pile Up Profitable \$2,900

MEDINA, N. Y., April 22.—Les Brown, playing last Thursday for the annual Medina Hospital Dance at State Armory, sponsored by the Junior Chamber of Commerce, attracted 1,900 persons, which was a very fine comparison with last year's attendance of 500 for Spiedel Wilcox's music.

Ducats at \$2 per couple accounted for \$1,900 of the take, and 200 tickets at \$5 per peddled to non-attending patrons added an additional \$1,000. On the total receipts, \$2,900, a swell profit of \$2,400 was realized. Roland Fisher was chairman of the dance committee.

J. Dorsey's Dandy \$1,496

BRIDGEPORT, Conn., April 22.—A crowd of 1,700 dance enthusiasts passed thru the turnstiles at Ritz Ballroom last Sunday to hear Jimmy Dorsey in his first visit of the season here. Admission prices were again upped for this attraction, the tariff this time being 88 cents, making a nice gross of \$1,496.

J. Dorsey's \$1,100 Fair

WILLIAMSVILLE, N. Y., April 22.—Playing at Glen Park Casino for promoter Carlyle (Tic) Smith last Tuesday, Jimmy Dorsey drew below expectations in a turnout of 1,465. Cold weather, it was believed, held down the crowd, since the drawing is mostly from near-by Buffalo. Advance sale at an 88-cent scale accounted for \$440 on 500 tickets, with the door at \$1.10 for the remaining 965 dancers making a total gross of \$1,105.50. However, after deducting his steep expenses for the promotion, Smith said he was left with a light \$301.50.

Shaw Tops Palomar Record

LOS ANGELES, April 22.—Opening for Artie Shaw at Palomar on Wednesday (19) set a new attendance high for the ballroom. Record crowd of 8,753 turned out, according to George Anderson, manager of the Palomar. Shaw is in for six weeks, making his Coast debut here.

Names for Cincy's Coney

CINCINNATI, April 22.—A formidable array of name bands is being lined up by Edward L. Schott, prez and general manager of Coney Island, for the amusement park's Moonlight Gardens ballroom. Bunny Berigan plays for the first of the "Preview Days" May 6 and 7; Glen Gray solos May 14, with a band yet to be set for the preceding night, and Happy Felton comes in May 20 for the opening of Coney's regular season. Traveling name band policy prevails for the summer.

FLOYD Mills opened the season at Chamberlain Hotel's Marine Roof at Old Point Comfort, Va., this week. Set to remain there for six weeks.

Shoot the Begels To Me, Hymie, Boy

NEW YORK, April 22.—In the spring a songwriter's fancy usually turns to June with moon and spoon with loon. But this season the tune cleffers are turning to Kammen's Folio of Jewish Wedding Songs.

With *And the Angels Sing* heading toward the top of the song heap, the ditty being a fraelich in swing, Beethoven and Bach are being fluffed off in the hopes of finding the necessary inspiration in another Kammen classic.

Dailey To Drop Baton for Band Building Career

LINCOLN, Neb., April 22.—Frank Dailey, wand waver in the ork world for the past 21 years, announced here at Turnpike Casino last Sunday that he planned to lay down his baton for all time. Plans to return to Cedar Grove, N. J., to take an active part in the operation of his Meadowbrook Country Club and devote his energies toward building bands. Meadowbrook, a dine and dancery near New York, has proved an excellent grooming station for the ork boys, spot using 11 air shots weekly on the three-nets.

Dailey will step down off the rostrum June 10, according to his present plans, and surrender the baton to Bill Marshall, whom he hopes to build into a name in front of his present "stop and go" band. The old swing outfit he peddled to Buddy Rogers is to be reclaimed, says Dailey, and fronted by Sonny Dunham. Dailey gives as reason for retiring that he's "tired." Band is currently booked by Rockwell-General Amusement Corp.

On his solo stand here, with the box office gaited at 55 cents, 75 cents and a dollar per, Dailey grossed \$575 for the Turnpike's first anniversary dance. Gate was considered good by ballroom manager R. H. Pauley, who has normally had to make Sundays bargain nights to gain any volume. Prices for Dailey were in the big Saturday night scale.

NEW YORK, April 22.—"Corky" O'Keefe, personal manager of Glen Gray, denied that trumpeter-trombonist Sonny Dunham was leaving the Casa Loma Band to front Buddy Rogers' discarded ork. Not only is Dunham under a five-year contract with the band, but O'Keefe feels Dunham has had all he could afford in being a band leader. Dunham dropped out of the Casa Loma ranks two summers ago to front his own outfit and the brief experience set him back \$10,000, according to O'Keefe.

Mills' Foreign Deal With Decca Records

NEW YORK, April 22.—Word reaching here from London has it that Irving Mills has effected a deal with E. R. Lewis, of English Decca records, for the European rights of Master Record Corp. Mills' platters, originally carrying the Master and Variety label, are distributed now with the Brunswick and Vocalion signature. However, Mills has always held a 50 per cent control on the foreign distribution of the records he produces.

Deal with Decca to market his records on the Continent runs for three years. Marks the first time in two years that Duke Ellington, Raymond Scott, Cab Calloway, Joe Marsala, Bobby Hackett and other swing stars become available to European fans.

Enna Jettick Band Parade

AUBURN, N. Y., April 22.—Enna Jettick Park again lines up a string of CRA bands to supply the summery synocs at the park ballroom. Tentative line-up of bands has Buddy Fisher teeing off May 12 thru May 28; Gray Gordon, May 29 to June 4; Les Brown, June 5 to 18; Lee Shelley, June 19 to July 2; King's Jesters, July 3 to 16; Al Kavelin, July 17 to 30; Rita Rio, July 31 to August 13; Sonny James, August 14 to 27; Mike Riley, August 28 to September 4. Park is operated by the Cayuga Amusement Co., W. B. Haefener, prez. Exclusive grabbed off by Bill Burnham, of the CRA home base.

Orchestra Notes

By M. H. ORODENKER

Talk o' Town

BEN BERNIE - WALTER WINCHELL battle of wits may take to wax, the platter works figuring to duplicate the Gallagher-Shean coup of fatter years . . . Bernie is already pacted to platter for Brunswick, and the hook is out to team up the ole maestro with his newspaper Nemesis . . . if WW gets in the waxed groove the twosome will put their famed feud to song . . . deal ELI OBERSTEIN had with a director of Consolidated Film Industries, as reported in this pillar in the previous issue, ran short of money, according to additional reports . . . LEONARD JOY is eying the singers for the Victor-Bluebird label, already signing the Smoothies and listening to the Frazee Sisters as we go to press . . . JOHN HAMMOND goes searching the highways and byways for the next three weeks on a talent hunt for Brunswick-Vocalion . . . ANDREWS SISTERS invade the campus, playing college dates this week with Tommy Dorsey, Mal Hallett and Glenn Miller . . . PAUL WHITEMAN lining up fair dates for the fall . . . two days at Iowa State Fair are already set, and three pending for the Minnesota State Fair . . . BASIL FOMEEN gets his release from MCA; Rockwell-General Amusement Corp. adds CARL SCHREIBER to its band roster, and P. S. Edwards takes over the bookings for PAUL WOLFE and BOB NEFF'S Mello-Aires, cocktail combo . . . TEDDY WILSON, making his inauspicious debut at Famous Door last Tuesday, bows out after the formal two weeks' notice . . . Benny Goodman loses his drummer boy, BUDDY SHUTZ, to Jan Savitt . . . JOE GLASER figuring on moving his offices from Radio City to a penthouse in the Central Park sector . . . TEDDY HILL will serve as house band at Moe Gale's World's Fair concession, the Savoy Theater, with CHICK WEBB gueststarring opening day . . . MANNIE (MCA) SACHS lining up the opening show for the fair's dedication, with Ben Bernie and Guy Lombardo pencilled in for the music-making.

On a Western Wing

BLUE BARRON takes in the hotter weeks in Denver, opening July 21 at Elitch's Gardens and lingering till mid-August . . . TED TRAVERS takes over June 5 at Hotel Gibson, Cincinnati, for an indef spell . . . STERLING YOUNG starts the season May 6 at Stanton Beach, Ore. . . HENRY KING returns to Fairmount Hotel, San Francisco, May 23 . . . LES BROWN already committed to take in a return trip to St. Paul Hotel, St. Paul, starting an eight-week stretch September 28 . . . AL KAVELIN draws four more weeks at Chase Hotel, St. Louis . . . BEN CUTLER into Nicollet Hotel, Minneapolis, May 6 for a month . . . LaFontaine Hotel, Huntington, Ind., gets FREDDIE FISHER for the May 13 week . . . Natatorium Park, Spokane, Wash., tees off May 13 with MUZZY MARCELLINO . . . LOUIS PANICO

ducks out of White City Ballroom, Chicago, next week and goes on stand May 19 at Sylvan Beach, La Porte, Tex. . . manager JACK BELASCO has already hung out the shingle for TED COOK to keep things cooking on the White City shell . . . COUNT BASIE follows Gene Krupa into the Panther Room (nee College Inn) of Chicago's Hotel Sherman May 20 for six weeks, setting back his return to the Famous Door, New York, until mid-July . . . Mark Hopkins Hotel, San Francisco, lights up a new cocktail lounge, Top o' Mark, May 1, with the DON FRANCISCO QUARTET for the musical appointments . . . WARREN TUCKER follows Orrin of the same surname into the Mark Hopkins May 5.

Doings in Dixie

KING'S JESTERS take in three weeks starting May 4 at Iroquois Gardens, Louisville . . . BILL FARMER settled for a two-month sentence at Capitol Gardens, Tallahassee, Fla. . . TOM BALDRIDGE, director-general of the Shenandoah Apple Blossom Festival this Thursday and Friday at Winchester, Va., has Ben Bernie, Jack Wardlaw, Tommy Tucker and Bob Riley on tap for the tootling . . . bands set thru Southeastern Orchestra Service, of Columbia, S. C. . . BERNIE CUMMINS is the starter May 27 at Cavalier Beach Hotel, Virginia Beach, Va. . . EVERETT HOAGLAND takes in a month starting May 3 at Adolphus Hotel, Dallas.

Broadway Band Stand

LOUIS PRIMA, who helped to make the Famous Door 52d street's fave stomping post, returns to the street May 4 . . . only this time in opposish to the Door, opening directly across the street at the Troc . . . Roseland Ballroom gets VAN ALEXANDER May 15 for four weeks, JACK TEAGARDEN jumping to Chicago for the Blackhawk stand . . . and HARRY JAMES is set to follow Alexander . . . Teagarden, incidentally, has been set to platter for the American Record Corp. . . Paradise Restaurant will house RICHARD HIMBER starting Friday (28) . . . PANCHO opens Wednesday at Mario's La Congo, new rumba room on site of the old Harlem Uproar House . . . SAMMY KAYE closes Saturday (29) at Commodore Hotel and set to return to the Palm Room October 1 . . . MEYER DAVIS set HORATIO ZITA at St. Moritz Hotel, opening Thursday (27), and PAUL SPARR starting the following Monday at Warwick Hotel . . . SPUD MURPHY makes his metropolitan debut this week at Nick's, down in Greenwich Village, MIKE RILEY bowing out for four weeks of theaters in this metropolitan zone . . . ARTHUR RAVEL into Claremont Inn for a fortnight, Jenó Bartel making way for the change . . . RAMON RAMOS into Ambassador Hotel May 3 as reliefer for incumbent DICK GASPARRÉ . . . when HORACE HEIDT steps out of the Biltmore Hotel next month for five weeks, HAPPY FELTON will fill the gap . . . HEIDT goes back to the hotel, passing 'up his usual extended road tour for the fair tourists . . . GUY LOMBARDO goes back into Roosevelt Hotel May 5 until July 13, when he moves over to the Waldorf-Astoria Hotel . . . WAYNE KING a definite follow for Lombardo at the Roosevelt . . . at near-by Tuckahoe, N. Y., RED NORVO goes into Murray's next month . . . JOHNNY RINGER replaced Sleepy Hall at the Show Bar, Forest Hills, L. I. . . and IRVING SIEGEL moves into Post Tavern, Westbury, L. I., for a summer spell.

Notes Off the Cuff

With France's HUGUES PANASSIE already departed from these shores and England's LEONARD FEATHER here now carrying the torch for le jazz hot, Belgium contributes another swing dean for the local coterie . . . ROBERT GOF-FIN, representing Belgium's righteous rhythm rousers, lands on these shores May 1 . . . JOE VENUTI into Claridge Hotel, Memphis, May 19 for a fortnight . . . JIMMY FARR locates at King and Prince Club, Saint Simons Island, Ga. . . ORRIN TUCKER back at Palmer House, Chicago, September 21 . . . JACK JILL into the Grove night club, Baton Rouge, La. . . AL APOLLON winds up five months at Onondago Hotel, Syracuse, N. Y., after being originally booked in for a couple weeks . . . hotel is shuttering its Rendezvous for the summer . . . and so we send our cuffs to the cleaners.

The Champagne Music of LAWRENCE WELK

ST PAUL HOTEL, ST. PAUL.
WCCO, KSTP, NBC
Paramount Picture Shorts.
Exclusive Management,
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

RAY HERBECK

and his
MUSIC with ROMANCE
DAYTON BILTMORE HOTEL,
Dayton, Ohio.
BRUNSWICK-VOCALION Records.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City

HERBIE HOLMES and his ORCHESTRA

ON TOUR.
Exclusive Management
FREDERICK BROS. MUSIC CORP.
New York — Cleveland — Kansas City



JACK GILLETTE
and His Famous NBC ORCHESTRA
Featuring GRACIE WHITE Lady of Swing
ON TOUR.
Mgt. CONSOLIDATED RADIO ARTISTS.

JACK MILTON

AND HIS NEW MASTERS OF RHYTHM ORCHESTRA
Exclusive Management
ART B. THOMAS, Lennox, S. D.

DEAN HUDSON

AND THE FLORIDA CLUBMEN
This Week
PARAMOUNT THEATRE,
Fl. Wayne, Ind.
(NBC)—Victor-Blue Bird Records—(MBS)
Mgt. GUS EDWARDS, Wrigley Bldg., Chicago.

DON'T READ THIS — unless you want good music

HEM OLSON and his Orchestra

Available after June 4th. Completing 5 months' booking at the smart Country Club of Coral Gables, Coral Gables, Florida. Return engagement for 7 months starts Oct. 31. The "TOPS" in hotel or club music. Only locations with rating need inquire.

LET'S SWAY THE OLSON WAY

Care Country Club of Coral Gables, Wire or Write Coral Gables, Florida.

America's Musical Pace Maker!



PAUL WHITEMAN AND HIS ALL AMERICAN BAND

- Renewed for Summer Season on the Chesterfield Program, Wednesdays, CBS, Coast-to-Coast, 8:30 P.M., EST.
- Shattered box office records for five days Paramount, Springfield, Mass.
- Playing Paramount, Newark, Week of April 28.

Booked Exclusively By

ARTISTS MANAGEMENT, Inc.
17 EAST 45TH STREET, NEW YORK.
Telephone: Murray Hill 2-1888.



HEY HEY

your cares away . . . with **MIKE RILEY**

CO-AUTHOR OF THE WORLD'S MOST FAMOUS SONG . . .

"MUSIC GOES ROUND"



MIKE RILEY

THE CLOWN PRINCE OF THE TROMBONE and HIS ORCHESTRA

featuring
MARION MILLER
ARTIE DANN
SAM DeBONIS
GREIG JACKSON

Appearing at
LOEW'S PARADISE
MAY 2
LOEW'S STATE
WEEK OF MAY 11

Also Booked for
FLATBUSH THEATRE

Brooklyn
PARAMOUNT THEATRE
Newark

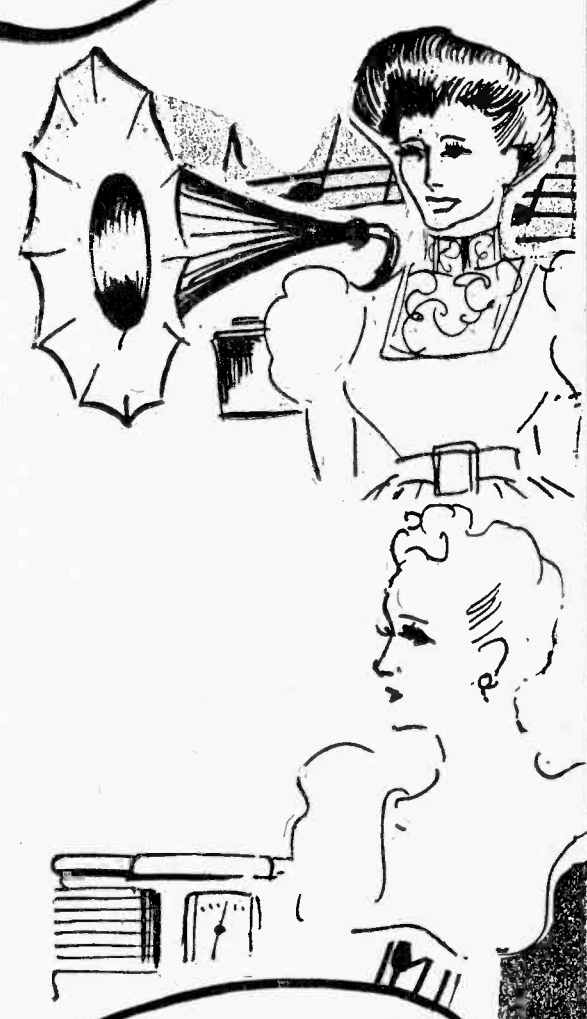
CONSOLIDATED RADIO ARTISTS

Personal Direction:
ARTIE DANN



BLUE BARRON AND HIS ORCHESTRA

Featuring Vocals by
RUSS CARLYLE
ALAN HOLMES
RONNIE SNYDER
CHEERFUL CHARLIE FISHER
THE THREE BLUE NOTES



"YESTERDAY"

BLUE BARRON and His Orchestra toured the road, playing theatres, hotels, ballrooms, college dances, one-nighters of every description. Piling up huge grosses everywhere, the band shattered long-standing attendance records established by old-time favorites on scores of dates.

"TODAY"

Playing a tremendously successful return engagement at the site of his New York debut, the Green Room in the Hotel Edison, New York. The opening on April 15 brought out scores of celebrities and left S.R.O. in Maria Kramer's well-known Green Room. On the air, five times weekly, via NBC, and making best-selling Victor-Blue Bird records.

"TOMORROW"

SPRING AND SUMMER DANCE PROMOTERS

have already signed BLUE BARRON and His Orchestra for a long series of tomorrows. A guarantee of greater grosses, a boon to any box-office, BLUE BARRON and His Orchestra bringing to your patrons the famous "Music of Yesterday and Today" are the best band bet for any type of dance promotion.

Management

CONSOLIDATED RADIO ARTISTS, INC.

30 Rockefeller Plaza New York, N. Y.
HOLLYWOOD CHICAGO SAN FRANCISCO CLEVELAND



Palomar Pay-Off Deadlock With Olsen Almost Kept Shaw Silent

NEW YORK, April 22.—Medicos rushed Artie Shaw's physical recovery so that he might open Wednesday (19) at the Palomar Ballroom in Los Angeles on scheduled time. And advices reaching here from the West Coast indicate that Shaw's rush to make his Coast preem was almost in vain when the Los Angeles musicians' union, Local 47, held an "Unfair List" label over the Palomar until late in the afternoon of opening day. It wasn't until about 4 p.m. that the union gave Shaw the "go" sign to open that night.

Story reaching here had it that Palomar management failed to pay off George Olsen, who closed his run on Tuesday (18) and complaint was registered with the union. Local advised

Rockwell-General Amusement Corp. not to open Shaw until Olsen's money matters were cleared up.

Action was at first considered a Music Corp. of America maneuver to embarrass Shaw and his agency. George Anderson, Palomar manager, had been doing most of his band buying from MCA. Feeling was that MCA was forcing the issue on a tightly held clause in the AFM booking license that the band leader and not the agent collect the salary, in view of the fact that Anderson is accustomed to send the check to the agency. Bert Henderson, who handles the booking licenses for the AFM, indicated that while the license carries such a stipulation, the Federation was primarily concerned in the band leader getting the first money, regardless of who received the week's pay roll first.

Billy Goodheart, head of the MCA branch here, disclaimed any politics on part of his agency in the Palomar's plight. He explained that the ballroom was in financial difficulties for some time. "We had one check from the Palomar for the week previous to George Olsen's final week and the check was returned because of the lack of funds. And when Olsen closed on Tuesday he demanded his money for the two weeks," said Goodheart.

Union regulations made it necessary for the Coast office of MCA to notify the union about the pay situation, said Goodheart, but the office made no demands about placing the Palomar on the union's "Unfair List." "If money is not paid to a band leader within five days," he said, "we must, of necessity, report it to the union." Olsen's outstanding salary for the two weeks was between \$4,000 and \$5,000. Only way Olsen would let his pay-check ride for a while was if the management would pledge Artie Shaw's box-office receipts to him, added Goodheart, but the Palomar refused.

Just how Olsen and the Palomar settled the pay problem is not known, but the fact remains that Artie Shaw's record-breaking opener almost wasn't.

Zucker Mentioned With Music Corp. Holding 15G Post

CHICAGO, April 22.—Altho official confirmation is lacking, announcement being delayed for some unknown reason, it was reliably learned that Stan Zucker, former head of the local branch of Consolidated Radio Artists and holding a general manager's post in that agency, joined up with Music Corp. of America this week. Deal was in the wind for some time and understood to have been set when Zucker made a one-day jump to New York last Sunday.

Same source indicates that Zucker will

To Enforce Scale On One-Nighters

NEW YORK, April 22.—Indications are that the local musicians' union will introduce a resolution at the AFM convention in June asking for strict enforcement of Federation regulations regarding wages accruing to bands working one-nighters out of town. This will have marked effect on the ballroom booking industry, particularly in relation to lesser name bands in the \$200 to \$300 per date class.

Law, which the local will probably ask to have enforced stringently, brought to a head in the Paul Whiteman case, has two chief points: (1) Bands working less than five days must charge the employer the scale prevailing in the jurisdiction the band comes from, plus mileage charge; (2) For engagements of more than five days bands can be paid the scale prevailing in the jurisdiction the musicians are touring.

Situation was brought to a head when Paul Whiteman appeared before trial board of Local 802 in a case designed to clarify the union rule on single engagements. AFM exec board is now surveying the matter.

Agencies are anxiously watching any developments, inasmuch as stringent enforcement of the law will seriously affect their one-night bookings. Angle is that unless bookings are on a five-day basis cost of smaller bands to the operator is substantially increased.

Other matters slated for overhauling at the Kansas City convention are: (1) Study of network wire situation, which is alleged to be a monopoly held by Consolidated Radio Artists and Music Corp. of America; (2) Thoro once-over of band-booking agent activities.

Dr. Jules Stein, MCA prexy in from the West Coast for confabs with AFM prexy Joe Weber anent the AFM convention, indicates that band bookers will be taken over the coals at the convention.

Weber To Address Six-State Confab

MINNEAPOLIS, April 22.—One of the most important sectional conferences of the American Federation of Musicians will be held here tomorrow (23) and Monday (24), bringing together delegates from musicians' locals in six States—Minnesota, Iowa, Wisconsin, Michigan, North and South Dakota.

Joseph Weber, AFM prexy, comes here Monday to deliver the main address, and it is expected that James Petrillo, of Chicago, will also be present. Problems to be discussed are issues that will command attention at the AFM convention in June.

AKRON, April 22.—Logan Teagle, of the local musicians' union, was re-elected prez of the Tri-State Musicians' Assn., meeting here in a two-day conference. Wheeling, W. Va., was selected for next year's meet. Charles Weeks, Canton, O., was elected secretary-treasurer; and Hal Carr, Toledo; William Stephens, Wheeling, W. Va.; Harry Curry, Louisville; R. L. Goodwin, Cleveland, and Arthur Strong, Columbus, O., members of the exec board.

Sheet-Music Leaders

(For Week Ending April 22)

Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Last Wk.	This Wk.
1	2	1. Little Sir Echo
2	1	2. Deep Purple
3	4	3. Heaven Can Wait
4	3	4. Penny Serenade
5	10	5. Our Love
6	11	6. Little Skipper
7	6	7. I Get Along Without You Very Well
8	5	8. The Masquerade Is Over
9	9	9. God Bless America
10	7	10. Hold Tight
11	—	11. Three Little Fishies
12	13	12. And the Angels Sing
13	—	13. Beer Barrel Polka
14	—	14. Wishing
15	8	15. Umbrella Man

Riley, Beer Firm In Gesture Suit

NEW YORK, April 22.—Claiming that he is the sole originator of a more or less subtle gesture of approbation that has been more or less picked up by the common herd for the same purpose of showing approval, Mike Riley is bringing suit against Ballantine's beer for using same as part of their current advertising campaign without his permission or approval. The particular gesture in question is made by placing the tip of the thumb and the tip of the third finger of the right hand (unless you're left-handed or ambidextrous) together to form an "o," which, when subsequently held up for all to see, accompanied by a decisive outthrusting of the forearm attached to the hand, means that what you have just heard or seen is okeh—but solid.

It seems that the Music Goes 'Round maestro started to use this particular device in 1936 and in the years since it has come to be universally employed by people in the know. The gesture has lately appeared in newspaper and mag ad copy for Ballantine's to show the customary approval of, in this case, the company's beer, and Riley's contemplated suit is based upon the contention that people will think he's copying the Ballantine salute, despite the fact that he originated it. Mike, thru his attorney, Samuel J. Siegel, claims property right to the gesture, and is presently attempting to enjoin the beer company from using it. According to Siegel, no financial amount has been set in the suit as yet.

have a roving assignment with MCA for the time being, rather than parking at one of the many offices. Also that his salary with MCA calls for a \$15,000 yearly pay check, \$5,000 more than he was earning with CRA.

Large Hotels Devoting Plenty Of Thought to Band Selection

NEW YORK, April 22.—A comprehensive picture of how hotels buy bands is painted in the results of a survey of leading hostilities conducted by Hotel Management. Most important factor in selecting a band, according to the poll, is really divided up into several factors such as the estimated cost as compared with profit ratio, estimated dollars and cents volume, past experience with certain bands, present food and liquor profits and margin of entertainment, price of the band, type of competitive bands and type and appearance of bands.

In answer to the query of what type of band proved most profitable for each particular hotel, four out of 11 claimed that name bands were responsible for the best business, with the remaining seven reporting greater success with lesser known and local orks. All the hotels queried were unanimous in stating that before hiring a band, they check its popularity with managers of hotels that have played the band previously, with some locations going even further and checking with local people where the band has appeared before. Several

spots hire from agency ratings and histories, others watch radio performances and newspaper publicity, while one makes a survey among the local public and another hires by audition only. As to the actual hiring, nine out of 13 contract thru agencies, four hire direct by contacting leaders or managers.

Most universal answer to the question "for what particular crowd do you hire bands?" was the local middle class. Second leading reply along these lines stated that resident guests and night club business play a large part in the considerations. College students, the society crowd and out-of-town tourists rate third in hotel men's band-stand calculations. Least important consideration is holiday dances and local and visiting business people.

Some hotels, in endeavoring to ascertain from the public what type of band it will pay to hear, make personal contacts with localites, getting opinions for and against orks the hotel may have in mind. One hostelry questions guests on the subject, and one is influenced largely by the sale of recordings.

Music Items

Songs and Such:

To You, by Tommy Dorsey, Ted Shapiro and Benny Davis, being published by Paramount Music. Chick Webb and Ella Fitzgerald collabbed with Buck Ram on *Chew, Chew Your Bubble Gum*, published by Exclusive Music. A new Webb-Ram ballad, *Have Mercy*, also released by the same firm.

Let's Get Together and *If It Wasn't for the Moon* are two latest Pinky Tomlin creations, both published by Irving Berlin. *Pick Your Own Lick*, placed by Roy Jacobs and Gene DePaul, newcomers to songdom, with Mills Music, and their *Mr. Aristocrat* goes to Southern Music. Andrews Sisters waxed the former.

Bob MacGimsey, *Shadrack* author, and Dale Harrison, columnist, turned out *I Met Yvette at the Met*, introduced by Gray Gordon. *The Pretzel Man* goes to Mills Music from the pens of Billy Hays, Joe Myrow and Thomas Gindhart. A new screwball tune emanates from Mike Riley of *Music Goes 'Round* fame, *A Yawn Will Go a Long, Long Way*; also a torch ballad, *I Need You*.

The old Andy Razaf-Paul Denniker hit, *S'posin'*, is slated for another crack at success, along with the current trend of reviving the oldies. Several name bands and vocalists have recorded the Joe Davis publication. Tony Sacco and Jimmie Franklin have a novelty ditty with Exclusive Music, *Funny Paper Romance*.

Music Men and Matters:

Ernie Holst, maestro at the Glass Hat, New York, featuring a half rumba, half swing arrangement of *The Peanut Vendor*, which will be added to the other printed orchestrations of the song by Edward B. Marks Music, tune's publisher. Dave Ringle publishing *Swingin' at the Hoe-Down*, by Mae Mitchell and Bob Gregory, and *I've Got the Prairie in My Heart*, by Gerald Griffin, Shirley Marson, Harold Moon and Ringle.

Charles Baum, batoneer at the Hotel St. Regis Iridium Room, New York, features his new opus, *Trylon*, dedicated to the World's Fair. Ferde Grofe also has one along the same lines, *Trylon and Perisphere*. George Hamilton is another ork leader with a new compo. Evan Georgeoff, Cleveland pub, publishes his *There's Never Been a Love Like Ours*.

Harry Link, Feist general manager, is set to give Sam Coslow's *I'm in Love With the Honorable Mr. So and So*, from the MGM flicker *Society Lawyer*, a No. 1 ride. Tune was one of the first sides cut for Victor by Joan Crawford, Metro star. Harold Adamson signed an exclusive contract with Jack Robbins. Jack Lawrence is putting a lyric to Frankie Carle's instrumental ballad, *Sunrise Serenade*, published by Jewel Music and waxed with great success by Glen Gray.

New Robbins releases are *A Table in the Corner*, by the newly signed Dana Suesse and Sam Coslow; *Yours for a Song*, by Miss Suesse in collaboration with Billy Rose and Ted Fetter; *Yours for Keeps*, by a duo newly created under Robbins auspices, Johnny Mercer and Vernon Duke; *You and Your Love*, by Mercer and Johnny Green, and *The Lamp Is Low*, based on a Maurice Ravel melody and put into pop song fashion by Bert Shefter, Peter de Rose and Mitchell Parish. Latter two are responsible for the current No. 1 hit, *Deep Purple*.

On the Hollywood Front:

Metro bought two songs from Harold Arlen and E. Y. (Yip) Harburg for the forthcoming Rodgers and Hart musical, *Babes in Arms*. *God's Country* and *Let's Take a Walk Around the Block*, from former Arlen-Harburg Broadway musical scores, will augment the original R-H tunes.

Music on the Shore, by Frederick Hollander and Frank Loesser, to be warbled by Anna May Wong in Paramount's *Island of Lost Men*. Meanwhile two other Hollander-Loesser tunes from *Man About Town* slated for a big campaign by Paramount Music, *That Sentimental Sandwich* and *Strange Enchantment*.

In *Elk Valley* and *He Looks So Peaceful Now*, by Johnny Lange and Lew Porter, set for *Down the Wyoming Trail*, new Tex Ritter Western for Monogram. Ralph Rainger-Leo Robin Academy Award song, *Thanks for the Memory*, to be used as one of the sequences in a Paramount Pictorial short, with the writers appearing in the pic, due for release May 5. Richard Hageman signed by Paramount to write the score for the Frank Lloyd production, *Rulers of the Sea*.

A-1 LYRIC WRITER

Wishes to Collaborate with Composer of Recognized Ability.
P. O. BOX 3117, Miami, Fla.

Bands on Tour —Advance Dates—

Eddie DeLange: State Theater, Hartford, Conn., April 27 week; Fox Theater, Philadelphia, May 5 week.

Jack Fulton: Hotel Stevens, Chicago, April 27-30.

Dick Newcomb and Charlie Trudeau: R. P. I., Troy, N. Y., April 28.

Al Donahue: Riverside Ballroom, Green Bay, Wis., April 28; Rink Ballroom, Waukegan, Ill., April 30; Arcadia Ballroom, Providence, May 6.

Frank Trombar: Lakeworth Casino, Fort Worth, Tex., April 28-30.

Billy Baer: Hotel McCurdy, Evansville, Ind., April 29; Loras College, Dubuque, Ia., May 12.

Phil Spitalny: Rhode Island Auditorium, Providence, May 4-6.

Xavier Cugat: Shea's Theater, Buffalo, May 5 week.

Harry Harris: Junior Prom. St. Lawrence University, New York, May 5; spring formal, Bennington College, Vermont, May 27.

Freddie Fisher: Surf Ballroom, Clear Lake, Ia., May 6; Turf Ballroom, Austin, Minn., May 7.

Fletcher Henderson: Castle Farm, Cincinnati, May 6.

Buddy Fisher: Grand Theater, Evansville, Ind., May 7-10.

Carl Schreiber: Hotel Stevens, Chicago, May 9; Parish Hall, Chicago, May 23; Medinah Athletic Club, Chicago, June 9.

Larry Clinton: Dorney Park, Allentown, Pa., May 10.

Will Osborne: Lakewood Park, Mahoney City, Pa., May 11; Citadel Ballroom, Charleston, S. C., June 1; Palace Theater, Cleveland, June 9 week; Ellitch's Gardens, Denver, June 23 and July 20.

Vic Hunter: Kappa Alpha, Union College, Schenectady, N. Y., May 13.

Charlie Agnew: Tromar Ballroom, Des Moines, May 14.

Red Nichols: Indiana Roof Ballroom.

What a Whale of a Diff Just a Few Cents Make

NEW YORK, April 22.—Maybe the adage ought to be changed to "Everything comes to him who holds out." Jimmy Dorsey, at any rate, presents one argument in favor of it. The sax-tootling Dorsey frere plays the May 12 week at the Rivoli Theater, Toledo, winding up on the 18th, to be followed by a Rutgers College prom at New Brunswick, N. J., May 19.

College date was to pay off at \$1,000, which Jimmy didn't consider enough to warrant the necessary train trip east. So he canceled, with word coming back from Rutgers that they'd make it \$1,250. The Dorsey answer was still no, so the college went to \$1,500. Need we add that this time Jimmy grabbed it—but quick!

Indianapolis, May 14; Grand Theater, Evansville, Ind., May 21-24.

Woody Herman: Paramount Theater, Newark, N. J., May 19 week.

Gray Gordon: Muskengum College, Concord, O., May 19; University of Dayton, O., May 20; County Center, White Plains, N. Y., May 26.

Paul Whiteman: Flatbush Theater, Brooklyn, May 19 week.

Stuff Smith: State-Lake Theater, Chicago, May 19 week.

Erskine Hawkins: Marimar Ballroom, Gary, Ind., June 9; Coliseum Ballroom, Flint, Mich., June 10; American Legion, Cleveland, June 15; Nu Elms Ballroom, Youngstown, O., June 16.

Barney Rapp: Stoneboro (Pa.) Pavilion, June 9; Oil City (Pa.) High School, June 15.

Carl (Deacon) Moore: White City Park, Herrin, Ill., June 10.

Chick Webb: Fox Theater, Detroit, June 16.

Russ Morgan: Hecla Park, Bellefonte, Pa., July 14.

Plug Credits on Unpublished Theme Songs Under Ascap Fire

NEW YORK, April 22.—American Society of Composers, Authors and Publishers may pull an unpleasant surprise on certain publishers who have been considerably upping their ASCAP classification rating by the wholesale purchase of theme songs from bands with network wires on which to air them. Society's classification committee is understood to be weighing the pros and cons of changing the system that now nets publishers performance credits on any and all compos of which they are the copyright owners, regardless of whether the songs are published or even printed. A change in the set-up would limit plug credits to only those songs which are issued in regular published sheet-music form.

Under the present system, publishers of unpublished tunes that get countless radio plugs thru being the opening and closing themes on network remotes alone benefit from the practice, with the writers left out in the cold, as far as receiving ASCAP credit is concerned. Revision of the set-up would mean that publishers of such numbers would have to release them thru the regular channels to receive radio credit on them, thus bringing the authors into the picture as well. Change would also satisfy those pubs not engaged in theme song buying who feel now that their colleagues are receiving credit unjustly, since the same credit is given for tunes on which no time and little money is expended as for those which cost a firm plenty in effort and money to exploit along usual lines.

Average price per theme song is about \$250, little enough in view of the number of performance credits accruing to such songs if the band involved has several dance remotes a week over a period of months. If the classification committee decides in favor of a change publishers will of course not be requested to show evidences of a big cam-

paign to receive plug credits, but they will at least have to incur the additional expense of printing copies and marketing them in the usual way.

Feather's All-Star Jam Band on Decca

NEW YORK, April 22. — Leonard Feather, English swing critic here on one of his periodic trips, put some of his theories into practice this week with the organization of an all-star jam band for a recording session at Decca. Swingster line-up included Benny Carter and Pete Brown, both doubling trumpet and alto sax; Joe Marsala, clarinet; Billy Kyle, piano; Bobby Hackett, guitar and trumpet; Cozy Cole, drums, and Hayes Alvis, bass. Personnel includes three maestri, Carter, Marsala and Hackett. Latter's guitar work during the session brought to mind the fact that before turning to the trumpet he was an outstanding guitarist.

Four sides were cut, two of them blues, titled *Concentration Camp Lament* and *Refugee Stampede*. Swingers were an adaptation of the Welsh song, *Men of Harlech*, changed to *Men of Harlem* for the occasion, and *Ocean Motion*, based on the English sea chanty, *Life on the Ocean Wave*.

Bilimek Joins Voorhees

CHICAGO, April 22.—Reginald Voorhees booking office obtained an AFM band franchise here last week and is expanding now to incorporate a tour department for orks. Mary Bilimek, of the local Rockwell-General Amusement Corp. office, leaves there this week to take over that desk. Voorhees hung out his own shingle a year ago when he left the CRA office here.

THE BAND WITH NOVELTY SWING!

Eddie ★ ★ ★ ★
De LANGE
AND HIS ORCHESTRA

ELISSE COOPER ★ Vocalist

The song-writing maestro, following his currently sensational engagement at LOEW'S STATE THEATRE, NEW YORK embarks upon an extended tour! April 27—State theatre, Hartford, Conn. May 5—Fox theatre, Philadelphia, Pa. Watch for following dates!

VICTOR BLUEBIRD RECORDS

Exclusive Management

WILLIAM MORRIS AGENCY, Inc.
New York • Chicago • Hollywood • London

Writer of the Hit
Parade winner,
"HEAVEN CAN
WAIT!"



Referee Okehs Ducat Code In Acme Restraint Suit

Gives ticket regulation clean bill of health—no action to be taken by League against two brokers up on charges—regulation of managers next headache

NEW YORK, April 22.—The theater ticket code promulgated by the League of New York Theaters and Actors' Equity Association was upheld yesterday in a report filed by Morris Cooper Jr., referee appointed by Justice Samuel H. Hofstadter, of the New York Supreme Court, when the Acme Theater Ticket Agency sued to have the code set aside. The report, recommending dismissal of the complaint, is subject to the Justice's examination. On the premise that the court wouldn't run out on its own appointment, League officials are confident recommendation will be confirmed and are plenty happy about the whole thing. Other friendly organization bigwigs hastened to point out, tho, that the League would now be on the spot, and that disciplining the brokers won't be half as difficult as keeping its own recalcitrants in check.

If Justice Hofstadter confirms the report, the ruling is also another feather in the cap of Actors' Equity, last resort behind the plan. Actor union has consistently held to its right to regulate the industry when the welfare of both members and public is at stake.

"Tho the board of governors of the League Tuesday held in abeyance disciplinary action against two ticket brokers charged with code violations pending outcome of the Acme suit, no dismissal action will be taken against the accredited agencies in this particular instance. Instead they were notified today to post a \$500 bond apiece to indicate good faith in their pledge of obedience until expiration of the code in September. The two brokers involved were Louis Ringleheimer, of the Louis Cohn Agency, and Phil Furst. Ringleheimer pleaded guilty to selling at more than the code premiums. Furst defended his exchange of tickets with unaccredited broker, Acme. Gustave Gerber, attorney for the Associated Theater Ticket Agencies, represented the brokers at the board hearing.

Referee Cooper's opinion, answering charges of unlawful restraint of trade, conspiracy, monopoly, etc., declared:

"The code and agreement have not created an unlawful monopoly, nor are the acts of the defendants in unlawful restraint of trade. On the contrary, it would seem that their effect is to prevent a monopoly by the plaintiffs of the best seats in the theater. The effect of the code seems to be for the benefit of the theatrical industry as a whole, and of the public. . . . The actions of the League and Equity do not constitute a boycott.

"There was no credible testimony that any of the persons active in promulgating the Code or in putting the agreement of co-operation into effect were motivated in any way by the desire to injure the plaintiffs. . . . The members of an industry are entitled to co-operate for the purpose of correcting abuses."

The code went into effect in September, 1938, after Equity guaranteed the League a one-year basic agreement in return for its efforts to clean house and get rid of buys and ice.

Code, which limits mark-ups to 75 cents for orchestra seats and 50 cents for balcony seats, has been challenged by brokers all season. Many League members themselves have been indifferent to its stipulations. Their lack of diligence, brokers have argued, failed to protect the accredited brokers from the unaccredited offices, which have continued to get choice seats. Equity has frequently reminded the managers that they would have to abide by the letter of the law if the contract is to continue. Actor union reserved power to withdraw casts when managers failed to comply.

Charges and countercharges of violation among managers themselves leaked out of League meetings and caused Equity to ask for a report on the code. On promise of Brock Pemberton and supporting officials that League members would be properly dealt with, Equity reaffirmed its faith in the plan and went to bat when the Acme suit threatened.

Referee's opinion is in keeping with recent court tendencies to favor self-regulation of industry for public benefit.

Weisman, Celler, Quinn, Allan & Spett, attorneys for Acme, said they would appeal to the Appellate Division and to the Court of Appeals, if necessary, should Hofstadter confirm the referee's recommendation.

London Gaiety Goes

LONDON, April 15.—As feared, shutters have gone up for all time at Gaiety, London's famous home of musical comedy. Rather than face expenditure necessary for structural alterations, owners have sold theater which will be razed and replaced by block of offices. Gaiety No. 2, the house was opened in 1903, first performance being attended by Edward VII and Queen Alexandra. Record run was 636 performances of *Our Miss Gibbs*.

Lincoln Likes Legit

LINCOLN, Neb., April 24.—Ticket sale for *Tobacco Road* is excellent. Spotted in the Liberty, 1,000-seater, May 4, *Road* is going for an easy sell out. First day the window opened 375 seats were sold.

Lily Gilds Olsen and Johnson; Editors Out-Poppin' "Hellza"

NEW YORK, April 22.—*Hellsapoppin* will undergo special treatment Tuesday night in deference to the American Newspaper Publishers' Association convention here and King Features Syndicate, Inc., which has bought about 900 seats for that night and which will act as host to the editors. Mayor La Guardia has promised to attend and may be featured as a telegraph editor.

Marquee will be changed to read: "King Features Syndicate Presents *Hellsapoppin*." Thereafter, riot with special editorial angles will let loose. All the King Features' cartoon characters will parade to the Winter Garden in antiquated and dilapidated vehicles, including a chariot, an old stagecoach, a water truck, a Model T Ford, a fire wagon, etc. The Little King is expected to arrive via the street cleaner's ash can. All these

will be horse-drawn. An Austin will be the only gasoline device.

Unseen, Bugs Baer will from a strategic post announce arrivals, ribbing and commenting appropriately.

Changes in the show itself will be climaxed by a special murder committed for the benefit of the editors. James Kilgallen will send an eye-witness description of the murder over news service wires installed in the boxes. The photographers will supposedly take pictures of the affair for a specially run newspaper, extra is already made up. Shubert press department has superimposed head pictures of editors scheduled to attend on audience photogs in the morgue. Front page of the extra, which will be sold down the aisles a quarter of an hour later, will feature editorial boys (See *LILY GILDS* on page 34)

From Out Front

By EUGENE BURR

Those who have read even one of Charles Morgan's successful novels, *The Fountain* and *Sparkenbroke*, have probably suspected that Mr. Morgan's chief interest is in the problem of what he calls "singleness of mind"—a problem he attacks with extraordinary single-mindedness. It may also have been suspected that sex in its various ramifications, including that esoteric and rare sublimation only vaguely described as true, full love, is pretty important to him too, particularly in the manner in which it affects "singleness of mind." It usually affects it, it seems (as even the less perspicuous may have guessed), adversely.

A reading of Mr. Morgan's preface to the published version of *The Flashing Stream*, his London success which managed to open and close in the space of a single week on Broadway, will verify the singleness of mind obsession. And it will also indicate that Mr. Morgan sees another enemy besides sex. It is, logically enough I suppose, a sense of humor. Mr. Morgan has managed to indicate the sex problem in so many words in his works—but his dislike for a sense of humor is expressed just as strongly even tho by inference. Excepting his drama reviews, nothing that Mr. Morgan has ever written has even the vestige of a sense of humor. And that explains a great deal that has seemed wrong with his work—the vague dissatisfaction so strongly felt and yet so difficult to pin down.

"It must be understood," says Mr. Morgan in the preface, "by whoever loves singleness of mind that a 'sense of humor' is his enemy." And, in an explanation of his own almost fanatical search for his ideal, "I wish to live in such a way that at last I may be able to say truly that there is nothing except a pen and my own room that I cannot do without."

This, as I say, clarifies completely the vague but very real deficiencies in Mr. Morgan's own attempted art-work. It explains the air of chill sterility that hangs about his writing, even when it approaches its most physically delightful moments. It explains the fact that, in the novels and *The Flashing Stream* alike, characters are able to experience emotions and philosophize about them at the same time; it explains the brilliant clarity of Mr. Morgan's analyses of emotion and his utter inability to make reader or audience share in their transports.

For his aim of a room and a pen as the only necessities of a single-minded life leads, as seems rather uncomfortably obvious, to asceticism rather than art. It leads to a life cut off from the life around it, a sort of Mahomet's coffin, hanging perpetually suspended in mid-air, swayed only by the chill and sterile breeze that blows between the worlds. It is a clear atmosphere up there, but a chill one—and one in which human beings are understandably uncomfortable. The aim predicates a life above and beyond mere human emotion; but, in pursuing his singleness of mind, Mr. Morgan forgets one thing. His singleness of mind is aimed toward art—and the lifeblood of any art is the resistless impact of emotion.

Singleness of mind, in Mr. Morgan's sense, seems to be merely the complete fencing off of the ego—and it is a truism that an artist, in order to create the illusion of life in his work (whether it be painting or sculpture or poetry or music) must first drink deeply of the life around him. Even a novelist must have flesh and blood models from which to paint; else his work descends to mere mathematical abstraction, which may be science but certainly is not art. Thus Mr. Morgan finds himself in the somewhat anomalous position of searching almost frenziedly for a singleness of mind which, by its very essence, will destroy the aim that it is supposed to achieve.

As for a sense of humor, his distrust of it is entirely understandable in view of the austerity of his major search, in view of the chill asceticism which, whether he knows it or not, is the concomitant of his ultimate aim. For a sense of humor is, in essence, merely a sense of humanity—and Mr. Morgan, eschewing one of the two, turns his back upon both. That, of course, goes a long way toward explaining the cold inhumanity of his characters (despite the passionate paces thru which their author puts them) and their monstrous ability to analyze their emotions at the same time that they experience them.

It is a process that inevitably destroys both belief and emotional effect among the mere human beings in the audience.

OUT-OF-TOWN OPENING

"The Brown Danube"

(NIXON)
Pittsburgh

A melodrama by Burnet Hershey, featuring Fay Wray and Dean Jagger. Produced by Bonfils & Somnes, Inc. Directed by George Somnes. Settings by John Root. Cast: Frederica Going, Edward Fielding, Damian O'Flynn, Gladys Hanson, Fay Wray, Jessie Graham, Albert Bergh, George MacCready, William Shea, Ernest Lawford, Robert Vivian, Edgar Stehli, Edward Franz, Norman Porter, Dean Jagger, John McKee, Paul Ballantype, Francis Cleveland, Robert Lindsay, Frank Richards, Albert Ward, William Shea, Fred Cotton, James Gillis, F. Bryon Gulden, William Hollowell, Lisle Scott, Randolph Wade.

Foreign correspondent Burnet Hershey's appeal for democracy is an over-dramatization of any day's newspaper. Taking Anschluss and an unseen, unmentioned Leader as protagonist, the veteran reporter of European politics has turned a tale of decadent nobility and the New Strength into a gripping drama marked a bit too noticeably by theatrical hokum, seemingly concessions inserted to convert a play of purpose into a commercial success.

The story is a localization of the result of Hitler's Brown Shirts changing the aura of the blue Danube. Prince Otto von Tornheim and his family fall prey to the machinations of Ernst Hammaka, Storm Trooper, who was in childhood a servant ward of the royal family. Attempting to flee Vienna, Princess Eriaka and others of her clan are forced to return to their ancestral castle so that she can be forced to marry Hammaka and thereby return her brother from concentration camp. For the next two hours it's a battle of wits and maneuvers between the Leader's vain-glorious followers and the fading, embittered nobles, with each suiting words to actions enough to allow spoutings of political and social philosophy. The younger Tornheims, at curtain's drop, are leaving their beloved Austria because sagacious Uncle Otto anomalously proved that a New Order persecutor of the non-Aryans was born of a Jewish mother. Mix polite blackmail, some pungent wit and some too obvious clashes of will, plus a contemporing of politics, and you have *The Brown Danube*.

Altho no masterpiece of dramatic or political literature, it may well be a fair-sized profitable undertaking if some in the cast overcome first-night nervousness and if the script tones down some of its mellerdrammer. Occasionally ineffective because of semi-burlesque interpretation was its treatment of the non-Aryan theme.

Lovely Miss Wray looked the part of nobility but will probably have to make her portrayal more sensitive to dodge the brickbats of Manhattan critics. Cast standouts were Dean Jagger, as the (See *Out-of-Town Opening* on page 34)

BROADWAY RUNS

Performers to April 22, Inclusive.

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct. 15	219
American Way, The (Center) Jan.	21	105
Awake and Sing (Windsor) Mar.	7	43
Family Portrait (Morosco) Mar.	8	54
Gentle People, The (Be-lasco)	Jan. 5	124
I Must Love Someone (Long-acre)	Feb. 7	87
Kiss the Boys Goodbye (Miller's)	Sept. 28	244
Little Foxes, The (National) Feb.	15	78
Mamba's Daughters (Empire) Jan.	3	127
My Heart's in the Highlands (Guild)	Apr. 13	13
No Time for Comedy (Barry-more)	Apr. 17	8
Oscar Wilde (Fulton)	Oct. 10	226
Outward Bound (revival) (Playhouse)	Dec. 22	143
Philadelphia Story, The (Shu-berl)	Mar. 28	31
Primrose Path, The (Cort) Jan.	4	126
Tobacco Road (Forest)	Dec. 4	3084
What a Life (Manfield)	Apr. 13	436
White Steed, The (Golden)	Jan. 10	122

Musical Comedy

Boys From Syracuse, The (Alvin)	Nov. 23	176
Hellsapoppin (Winter Garden)	Sept. 22	249
Hot Mikado, The (Broadhurst)	Mar. 23	36
Leave It to Me (Imperial)	Nov. 9	192
Mexicana (46th St.)	Apr. 19	6
One for the Money (Booth) Feb.	4	89
Pins and Needles (Labor Stage)	Nov. 27	37 616
Set to Music (Music Box) Jan.	18	110
Stars in Your Eyes (Majestic)	Feb. 9	84

New Plays on Broadway

Reviewed by Eugene Burr

ETHEL BARRYMORE

Beginning Monday Evening, April 17, 1939

NO TIME FOR COMEDY

A play by S. N. Behrman. Staged by Guthrie McClintic. Settings designed by Jo Mielziner, built by T. B. McDonald Construction Co. and painted by Triangle Scenic Studios. Press agent, William Fields. Stage manager, James Neilson. Presented by Katharine Cornell and the Playwrights' Co.

Clementine.....Gee Gee James
Linda Easterbrook, Known on the Stage as
Linda Paige.....Katharine Cornell
Philo Smith.....John Williams
Gaylord Easterbrook.....Laurence Olivier
Amanda Smith.....Margalo Gillmore
Robert.....Peter Robinson
Makepeace Lovell.....Robert Fleming
The Action of the Play Takes Place in 1938.
ACT I—The Living Room in Linda's Tower
Apartment in a New York Hotel. Early Evening.
ACT II—The Upstairs Living Room of
the Smiths' New York House. Later That
Evening. ACT III—Same as Act I. Early
Afternoon the Next Day.

S. N. Behrman has left off sounding the tocsin and has turned to beating the triangle in *No Time for Comedy*, which was presented Monday night at the Ethel Barrymore Theater by the Playwrights' Co., in association with Katharine Cornell. Eschewing his usual brilliant round-table discussion of differing points of view, he is content to pattern his new one upon the formula of wife-husband-and-other-woman, about which, it is rumored, a couple of other plays have already been written. His discussions of current problems do manage to come slightly to the fore during the last act in an effort to give the cardboard complications a faint odor of social significance; but the net result is merely to make *No Time for Comedy* a cardboard Thanksgiving turkey with a couple of slices of real meat on top. Mr. Behrman has never seemed particularly happy when he has been forced to manipulate a plot; and this plot is hardly worth manipulating. He has merely given more story than is his wont and less substance.

The tale is of Linda, an actress, married to Gaylord, a playwright who hits rockbottom and a bottle between ideas for his brilliant comedies. Linda, intelligent and loving, bears with him and keeps him doing the things he is capable of doing well—but during one nose-dive he is annexed by Amanda, a bulldozer. Amanda convinces him that he is capable of work that has Cosmic Significance; he thinks so too, thinks also that he is in love with her and manages to make himself extremely unhappy.

Linda's campaign to get him back follows the usual pattern, including

Amanda's stodgy but intelligent husband, the inevitable big second-act scene between the two women (in this case not nearly so big as it has frequently been in the past) and Gay's last-act decision to stay with his own wife and write the stuff of which he is capable.

This final decision is bogged down somewhat, however, by the arising head of Mr. Behrman's symposium complex. Amanda has her say in favor of Significance, her husband's callous pragmatism (which seems peculiarly sensible in the midst of the neuroses that surround it) is also stated, Gay vacillates between high comedy and Purpose, and Linda in the end tries, or so it seems, to create some sort of compromise. It is about as effective, I suspect, as Mr. Chamberlain's famous compromise at Munich. At any rate Gay decides, in what seems perilously close to desperation, to dramatize his own recent adventure, along with the social overtones he has just heard.

Mr. Behrman, as usual, does not try to solve the questions he raises; but—as is far from usual—he presents the differing points of view fuzzily and ineffectively. That is probably because of the demands of the two-for-a-penny plot, which gives little time for typically Behrman discussion. Wit sparkles fitfully across the face of the play, but the plot itself is hopelessly trite, the form is jumbled and the effect is never clear. One can only suspect that Mr. Behrman, at as loose an end as his own Gay, grasped at the same plot in the same desperation.

And, for another thing, Mr. Behrman this time does not get the production aid to which he has been accustomed. Formerly he could rely confidently upon the talents of Ina Claire or Jane Cowl or Claudia Morgan to lift a sagging interest by the scruff of its neck; but in this case he must depend on Katharine Cornell, for years America's leading Tragedy Queen, making one of her infrequent onslaughts upon comedy. Miss Cornell, as a matter of fact, is altogether

charming—and manages to indicate that more work in comedy would probably increase her stature as an actress in other fields as well—but it is a tough job that has been given her. She has not yet entirely mastered the intricacies of comedy timing, and she is occasionally far too heavy for the good of the play—drawbacks that are increased rather than elided by the unbelievably funereal pace set by Guthrie McClintic, the director. Also affected somewhat by the direction are Margalo Gillmore and John Williams, as Amanda and her husband, tho they nonetheless manage to turn in good jobs. Gee Gee James, a colored lass, scores handily in the fat role of an outspoken maid, and Robert Fleming, as an incidental man about town, nonchalantly tucks the play in his waistcoat pocket and walks off with it. He does a brief but outstanding job.

Despite the pace, however, the chief obstacle to Mr. Behrman's effect is Laurence Olivier as Gaylord. Mr. Olivier indulges in some of the most fantastically fatuous performing this reporter has ever been forced to witness, going as coy as a little girl in her first party dress, stamping his feet, waving his arms, being charmed with an almost vengeful determination, and punctuating the exhibition with coyly hysterical outbursts. This may be his idea of the behavior of a brilliant dramatist; but if it is, I should think the Dramatists' Guild could sue. The character is far from attractive as Mr. Behrman wrote it—one constantly wonders, not only why two women should bother about the guy, but also how he could possibly write anything possessed of brilliance—but Mr. Olivier makes it even worse. His performance breaks the backbone of whatever interest the script contains.

Jo Mielziner's sets are handsome but peculiarly wearing.

46TH STREET

Beginning Friday Evening, April 21, 1939

MEXICANA

A revue with music by Silvestre Revueltas, Tata Nacho, José Zabre Marroquin, Candelario Huizar, José Rolón, Blas Galindo, Alfonso Esparza Oteo and Luis Sandi, and words by Agustín Lazo, Xavier Villaurrutia, Celestino Gorostiza, Octavio C. Barreda,

Rafael F. Muñoz, Julio Bracho and Miguel Berveiller. Directed by Celestino Gorostiza. Dances directed by José Fernández, Rafael Díaz, Eva Pérez Caro and Dick Schreurs, with dances supervised by Gluck Sander. Settings and costumes designed by Agustín Lazo, Julio Castellanos, Carlos Orozco, Carlos Merida, Manuel Fontanals and Gabriel Fernández Ledesma. Settings painted by Rodolfo Galvan. Eduardo Hernández Moncada and Mario Ruiz, musical supervisors. Orchestra under the direction of Paul Baron. Press agents, Oliver Saylor and Marjorie Barkentin; Stage manager, Felipe Montoya. Assistant stage manager, Felipe Navarro. Presented by the Republic of Mexico.

Principals: Graziella Parraga, Rosita Rios, Tito Coral, Vicente Gomez, Carmen Molina, Enrique Pastor, José Molina, Elisa, Rafael Quiñerrez, José Luis Tapia, Rolando, Cuates Castilla, María Luisa López, Consuelo Solorzano, Estela, Rene, Amparo Arozamena, Chucha Camacho, Eva Pérez Caro, Lila Kiwa, José Fernández, Marissa Flores, Beatriz Ramos, Víctor Novaro, Gustavo Aponte, Xavier Fuentes, Lee, Carlos Backman, Gabriel Alvarez, Catalina Avila, Francisco Leon, Eduardo Salas, Francisco Ibarra and others.

On Friday night at the 46th Street Theater the Republic of Mexico lined itself up with Earl Carroll, Jake Shubert, Will Morrissey and other world-famous impresarios of the merry-merry by presenting *Mexicana*, which is, as its title may possibly indicate, a Mexican revue. The purpose, however, is slightly different from that of the aforementioned gentlemen; the Republic of Mexico is seeking not to make money but merely to make a gesture of friendship, bringing a lively and colorful picture of Mexican culture to Broadway to entertain and instruct the crowds who will come (or so it is hoped) for Mr. Whalen's little party on the Flushing mudflats. The republic was aided in its worthy aim by Harry Kaufman, and those fine Mexican patriots, the freres Shubert, also lent an assist. It is to be feared that Mexico's aim will be achieved—at least from the negative angle of not making money. *Mexicana* is bright and lively and colorful and tuneful, but it will have a hard time bucking against the uneducational programs of Broadway showmen.

It is, naturally enough, a deeply Mexican show, with all of its larger production scenes representing various legends of the land across the Rio Grande. These are explained—more or less—by a commentator, and the first few are quite interesting. But after a while they begin to grow a bit monotonous except in such a sporadic instance as the rousing first-act finale. Since they constitute the backbone of the show, *Mexicana* tends to become monotonous along with them.

As a matter of fact, it is the unpretentious numbers that give true zest and rollicking entertainment to the show. Things are altogether excellent, for example, when two droll lads and a lovely and talented lass named Carmen Molina are doing stylized dances depicting phases of Mexican life; or when Marissa Flores, another beautiful and smoothly capable dancer, is giving life and tongue to a set of castanets with the aid of José Fernández, her partner; or when a quartet of unpretentious singers and guitarists are chanting lovely Spanish ditties; or—more particularly—when Vicente Gomez is executing unbelievable melodic feats with his fantastically nimble fingers and his tuneful guitar. Señor Gomez is, for this reporter's money, the single, outstanding star of the show. If he isn't the greatest guitarist in the world, he'll certainly do until a better comes along—and at the moment it seems altogether impossible to imagine a better. It will be a pity if Señor Gomez is allowed to escape from the toils of Broadway, for he is a truly great artist.

The Misses Molina and Flores are the other leading ambassadors of good will, so far as effect is concerned, and they too should be naturalized into American show business as quickly as possible. Hollywood and Broadway could use either or both of them to excellent advantage.

There are other ingratiating and able performers, too, among them Tito Coral and Rosita Rios, who sing pleasantly, and a great many more dancers. Graziella Parraga is the commentator.

Some of the sets are gorgeous, the production as a whole is lavish and careful, and the music is consistently lilting, lovely and intriguing. But, being all of one piece, *Mexicana* in the ultimate seems a bit like a single revue scene spread into an entire show. It is a nice gesture, but this reporter will fight to the finish a suggestion that we send Olsen and Johnson to Mexico City in return. It would be just another case of the United States coming out on the short end of an international deal.

"Pins and Needles 1939" Is Fitting Follow-Up for ILGWU

NEW YORK, April 22.—On Thursday night Labor Stage, the phenomenal little theatrical group attached to the International Ladies' Garment Workers' Union, presented *Pins and Needles 1939* at its home theater. The presentation is, of course, the second edition of the intimate review which, offered by union workers and written by an unknown youngster, burst like a very bright star upon the theatrical horizon a year ago last fall. It has, as everyone knows, been running ever since; and a road company has gone out with more or less success. The new layout, altho it was formally presented Thursday night, has been in the making quite a while. New sketches were slipped in during the run, and now, with six new numbers and 15 old ones, Labor Stage has its "second edition."

This reporter wishes that Labor Stage would declare a new edition for each number put in—say about one a week—and invite the reviewers regularly.

Naturally, after a run that is approaching the two-year mark, some of the spontaneity has worn off—in spectators as well as in production. And the terrific impact of surprise—a smoothly professional and sensationally clever show given by a group of garment workers—is no longer present. But even so *Pins and Needles* is still a complete delight. The better old numbers are as good as ever, one of the new ones is terrific and four other additions would also be sensational in an ordinary revue. The only real trouble with *Pins and Needles* is that it sets so high a standard for its new numbers.

The one terrific newcomer is the interlude labeled *The Red Mikado*, a mutilated *Mikado* to end (please God!) all mutilated *Mikados*. Unlike the "swing"

and the "hot" versions, however, it is a parody rather than a bastardization; as such it is enormously clever—and it even brings in the pitiful ghosts of Gilbert and Sullivan, tired of whirling dizzily in their graves, to carry picket signs claiming that Broadway is unfair to G&S. They're the only unequivocally justified picket signs I've seen in years. In addition, the parody lyrics furnished by Joseph Schrank and Harold J. Rome are clever and thoroly amusing.

Also on the right side are *Back to Work*, a rousing climax for the first act; *Papa Lewis*, *Mama Green*, a hilariously funny song-and-dance with a large amount of good, common horse sense behind it; *Britannia Waives the Rules*, a hard-hitting and hilarious poignarding of British foreign policy, and *Cream of Mush*, a radio burlesque that achieves distinction because of the terrific clowning of Al Eben, who is still as good as he was when the first edition opened. Also new is *I've Got the Nerve To Fall in Love*, a cut but unsensational little interlude. Those responsible for the new material, in addition to Rome (who did most of it) and Schrank, are John Latouche, Arnold Horwitz, Bernece Kazouloff and Felicia Sorel, the last-named staging the dances.

Four numbers were dropped, the only one that is missed being the magnificent ballet, *The General Is Unveiled*.

People from the second and third companies have also been added to the cast, replacing originals, most of whom have returned to their workaday jobs in Garment Center. Chief among them is Harry Clark, a comic who works with amazing enthusiasm and irresistible effect; Ruth Elbaum, a very attractive lass who acts like a professional and ought to go places; Ella Gerber, a pretty youngster who is doing an excellent job with the *Lesson in Etiquette*, and Alma Charmat, an extraordinarily appealing lass who has little to do but who does that little extremely well.

New numbers are still going into the show, four of them being already in the works. Please, ILGWU, when are you going to declare another new edition and give us another shot at the show? E. B.

Alviene School OF THE Theatre

(44th Year) 3-in-1 Course—Stage, Screen, Radio. Choice—Drama, Dance, Opera. Each Department a School in Itself.

GRADUATES—Una Merkel, Lee Tracy, Fred Astaire, Peggy Shannon, Etc.

Specialists in discovering, developing and exploiting new Stage, Screen and Radio Talent. ALVIENE THEATRE & STUDENT STOCK CO., assuring New York appearances while learning, plus moving picture filming, voice recording and radio. (Separate Stage Children's Screen Acting Dept.) For Catalog apply Secretary, T. BELL, 66 W. 85th Street, New York.

FEAGIN SCHOOL OF DRAMATIC ART

24th Year

STAGE—SCREEN—RADIO
Speech for Business and Social Use
Day and Evening Classes
Public Performances—Modern Theatre
Separate Children's Department
Enroll Now (Send for Catalog BB)
Rockefeller Center, 630 Fifth Ave., New York

The 1939 Supplement to FRENCH'S CATALOGUE OF PLAYS

IS NOW READY FOR DISTRIBUTION

Send for your SAMUEL FRENCH
copy today. 25-27 W. 45th St., New York
811 W. 7th St., Los Angeles

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost Institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

At Least 9 Miami Spots Will Stay Open Thru Summer

MIAMI, Fla., April 22.—Preparing for a dubious summer are a surprising number of Miami niteries. The year-round list grows each year and always adds a few spots that formerly were strictly winter.

Two examples of the latter are Patio Moresque and the Paddock. The former, during February, offered nothing except a very ordinary society band batoned by Harold Hauser. Now, however, even Hauser will be missing. The Paddock, which housed Leon Prima, Nan Blakstone, Mildred Fenton, etc., and which did an excellent late business, is now governed by Tom Williams, once connected with the shuttered Club Bagdad. Williams stepped into the Paddock a few weeks ago and immediately booked Jackie Maye. Maye, who worked the Ha Ha in Hollywood (Fla.) all season, clicked here immediately and the club is now doing an excellent business. Cast, outside of Maye, is very lightweight, but nobody seems to mind.

Royal Palm will probably stay open. New show, just opened, includes Bob Nolan's Orchestra, Trado Twins, Motter and Davis, Chick Kennedy and the Three Orchids.

Beach clubs that will operate are El Chico, featuring Don Quintana's rumba band; Roadside Rest, with Jack Eby's crew; Sunny Isles, with Lawson Davis' quartet; Riptide, where Bob Rainer plays, and a few minor bars.

Miami offers two informal spots, recently raided by the law and shut down for a full 20 minutes before operating again. They are Kelly's Torch Club and La Palome. Nude shows are on tap here.

The Nut Club will continue with its usual screwball show.

Chi's 11 Country Clubs Plan On-Off Shows Thru Summer

CHICAGO, April 22.—While regular show policies are not planned in any of the 11 leading private country clubs in this area, several talent bills will be used in each during the season. Managers explain they are in the market for acts and bands only for the most important events of the summer, for most club members come out to play golf and leave late in the afternoon.

Leading club agents here have been servicing the spots. When a show is staged standard acts and the more popular bands are engaged. Dance party heads, as a rule, favor outfits with a following among the socialites.

Local country clubs and their managers include Oak Park (C. R. Bangs), Exmoor (W. B. Bangs Jr.), Glen View (Frank Murray), Medinah (Otto Guenther), Olympia Fields (Barney O'Grady), Westmoreland (Tom Ream), Evanston (Russell Miller), Onwentsia (Irving Williams), Ridge (Nick Huegle), Chicago Golf (Tony Faezon) and Beverly (Fred Bergeron).

Auto Accident Kills Donola, Hurts Duano

CHICAGO, April 22.—Antonio Duano, of the Duanos, dance team, is still in serious condition in St. Francis Hospital, Grinnell, Ia., following an auto crash Friday (14), which cost the life of his wife, Donola.

Team was on the way from Chicago to Omaha for an engagement at the Chez Paree, and car, driven by Donola, skidded on a wet highway and crashed head on into a car coming from the opposite direction. She died half an hour after the accident at the St. Anthony Hospital and her body was shipped to her home in Pocahontas, Va., for burial.

Antonio has a broken pelvis bone and a fractured vertebra. He was given a slim chance to pull thru.

Movie Nights Help

NEW ORLEANS, April 22.—Hill Top Club at Lafayette, La., has instituted movie-taking night Sundays, when all guests are photographed. Guests are pronged to return on following Sundays, when pictures are projected. Admission price is 40 cents Sundays.

Night Club on Wheels

CHARLESTON, W. Va., April 22.—Roy (Texas) Fontenau, manager of Club Alhambra here, has conceived the novel idea of a "night club on wheels revue" to play this and surrounding States.

Reported doing very well, unit consists of Cal Grear Orchestra, emcee Max Bailey and Betty Mitchell, Jolly Blockbourne, Millie and Millie, Bill Day and Charles Baker.

Club Talent

New York:

DOROTHY LEWIS and Simpson Sisters will head the third edition of the Ice Show, opening May 3 at the Iridium Room of the St. Regis. Gus Lussi is staging the show.

BILL BURNS and Canary Circus move into Village Barn from Leon and Eddie's.

JEAN CLAIRE, singer, goes into Hotel New Yorker April 30 for a two-week engagement with options.

JUNE MERRILL, singer, set for two weeks with options, beginning April 30 at the Belmont Plaza.

Chicago:

JACK DURANT replaced the Wier Brothers in the current Chez Paree show. . . . REHEARSALS for the initial Bon Air Country Club show start May 7. Bob Curley left Wayne King's Band to become press agent for this spot.

BUDDY FISHER goes into La Salle Hotel's Blue Fountain Room May 12. . . .

Here and There:

CHARLEY (RED) HALL is on an indefinite engagement at the Casa Nova Club, Buffalo. . . . SI AND FANNIE and their mule, Abner, are at Lotus Gardens, Washington, this week, after which they will be in "The Children's World" at the New York World's Fair.

REGGIE SAXE is working the Silver Cloud Club, Chicago, for Hal Lawrence office. . . . SHERMAN BROS. AND TESSIE are in their sixth week at the Candee Club, Syracuse, N. Y., with the Four Charmettes, Sandy McDonald, Rita Artimage and Sunshine Sammy.

DAVE JEFFREYS in his fourth week as emcee in Al Ritz's Club Petite, Pittsburgh. . . . JIM (PATTY) BUCHANON is in his 19th month at Al Mercur's Nut House, Pittsburgh. Boogy Woogy also at the spot, having returned from a short stay at the Club Paddock, Wheeling, W. Va.

LARRY STEELE introduced eighth edition of his revue in Pittsburgh's Harlem Casino last week. Show includes Pete Nugent, Johnson and Grider, George Gould and the Stelettes. . . . BOOTS BURNS, Betty Zink, Ruth Armstrong, Wanda Perry, Sylvia Parker and Frank Schirmer are at the Merry-Go-Round, Dayton, O., in Paul Grey's revue. Emcee Ralph (Jack) Donahoe is set for an indefinite stay.

REGINALD WYNNE - DAVIS, 32, an English-born emcee, who has been working Portland, Ore., has been held by federal authorities on a charge of entering this country illegally.

MARITA JELIN recently concluded an engagement at Club Chalfonte, Pinehurst, N. C. . . . PATRICIA READE, Muriel Estelle and Jackie Fielding are playing upper New York State spots.

ESTRELLITA VILLANUEVA, dancer, now at the Palm Beach Cafe, goes into the El Dorado, Detroit, next week.

DE MAYOS signed for five weeks' hotel work by the Eddie Suez office, Philadelphia. Suez becomes the team's personal manager at the expiration of the period. . . . BARRETT AND SMITH playing the Gatineau Country Club, Ottawa, Can., and go to Montreal shortly.

C. SCHROEDER writes us that the Plaza Club, Biloxi, Miss., books acts independently.

RAY WENCIL opened recently at the Grace Hayes Lodge, Hollywood, and is playing with Joe Frisco and Charlie Foy.

HERB REYNOLDS still at Palumbo's, Philadelphia, for an indefinite stay. Also there are the De Mayos, Ben Perry and the Yvonettes. . . . WOODS AND BRAY doing a return engagement at the Nixon Cafe, Pittsburgh. . . . TEMPLE AND JAREN, ballroom duo, current at the Hildebrecht Hotel, Trenton, N. J. . . .

BERNIE LIT, emcee, booked for a return stand at the U. S. A. Club, Marcus Hook, Pa. . . . BERNHARDT AND KETROW, who closed at the Belmont Club, Miami Beach, Fla., move into the Olympic Theater, Miami, before going north.

22-People Show Payoff Jam; Producer Joe Casper Accused

PITTSBURGH, April 22.—Manager John Maganotti of the Showboat and producer Joe Casper were to appear today before a squire to answer charges that they failed to pay a week's salary to the dance trio of Earl Brent, Edward Dewald and Madeline Russell. The suit is an outgrowth of a pre-Easter week booking into the floating night club that failed to pay some of the talent.

According to Maganotti, Casper had brought 22-people revue in from New York April 6, under a contract between the boat and Casper, whereby the latter assumed responsibility for salaries. The deal included turnover of the cover charges to Casper to cover talent cost, set at \$900 for the week. When business failed to live up to expectations, Casper failed to pay every one off. Several of the entertainers, by drawing shorter amounts early in the week, had received some of their salary before pay day.

Singer Joan Grey, dancer Barbara McDonald, dance duo Lane and Carroll, the trio, and the line of eight Asche girls received no dough. At the end of the first week, when he learned Casper would be unable to pay the performers despite reputed efforts to borrow money from some anonymous backer, Maganotti showed the cast his Casper contract, which was unknown to most of them. He also informed that he would take over the show personally, and, altho would not be responsible for the week's pay most of them had not received, he would guarantee at least one more week's salary for all who cared to stay.

Emcee Billy Keaton, Spanish dancers Santos and Elvira, and the trio stayed. Miss McDonald, Miss Grey and the line left. Al Fremont's Band, in under separate arrangements, was not affected.

Trio Sues

At the end of 10 days' work, Brent, Dewald and Russell quit, and later filed joint suit against Maganotti and Casper for the first week's salary. Seeking payment of Miss McDonald's salary is the American Federation of Actors thru George LaRay, its local representative, who has absolved Maganotti from complicity in failure to pay.

Casper, out of the boat-booking picture but still visiting the spot, says the girls did not get their money because they quit after he had told them he was unable to pay Wednesday, but probably could later in the week. The acts, booked by Casper thru Harry Pearl and Harry Bstry, of New York, received transportation to Pittsburgh, Casper says.

This week a new line was brought in from Cleveland by Maganotti, and local dancer Betty Benson was added to the show that still includes Santos and Elvira and Keaton, now in their fourth week.

NEW YORK, April 22.—Further charges against Casper and Maganotti for failure to pay off a line of eight chorus

girls at the Showboat, Pittsburgh, were aired here this week by Muriel Asche, co-producer of the show, who claims she didn't receive any pay for her services, use of wardrobe and the cost of transporting the entire troupe to Pittsburgh.

Muriel Asche Complains

According to Miss Asche, who said she took the line to the Smoky City on an eight-week contract at \$25 per week for the girls, and \$35 per for herself, seven of the girls collected the first week \$6 each and the eighth \$4. She said it was a question of just getting what they could. For herself, she claims she has received nothing and intends to sue for the terms of the contract.

After the first payless week, three of the girls returned to New York, and five remained behind on an agreement they would be paid daily on a pro rata basis. Each of the girls collected \$12 during the second week, but, said Miss Asche, after food deductions, very little was left.

In the agreement with Casper to re-bearse and take the girls out, Miss Asche says, it was also understood she would provide transportation, for which the spot would pay, at \$5 a head. She said that in addition to being stuck for the fare she also provided her own costumes, which are still in Pittsburgh.

Miss McDonald, who filed a salary claim against the Showboat with the AFA, says she came back here after the first payless week and brought with her three of the eight chorines. She says she had a four-week contract, agented thru Harry Pearl.

Casper had a run-in with Theodore and Denesha, dance team, three years ago in Atlantic City. The team accused him of taking their salary from the night club owner and not paying them off.

Schiller Booking 20 Hudson Units

DETROIT, April 22.—One of the biggest show contracts awarded by any motor company in several years is reported by Abe Schiller, booker, who closed a deal with the Hudson Motor Co. for a series of shows for its salesmen.

Contract covers a series of 20 shows, to be spotted thruout the country, each using a 10-piece band and eight acts. Some 200 acts will be used.

Revenue Official To Tell Club Booker What's What

NEW YORK, April 22.—Joseph T. Higgins, Collector of Internal Revenue for the Third District, has authorized Deputy Collector Harry Grossman to speak at a meeting of the Entertainment Managers' Association Tuesday afternoon at the Malin Studio on the relation of Social Security to show business.

Grossman will take up, in particular, problems of the bookers, most of whom have been ruled employers by the Bureau and by the Unemployment Insurance Division of the State.

Lookout House Policy Changes

COVINGTON, Ky., April 22.—Jimmy Brink, owner-manager the Lookout House here, inaugurated a new policy this week. Brink will run name attractions on Saturdays and Sundays only, with the night club remaining closed the rest of the week. The bar, however, will be open nightly, with Phil Pavey and Mae Mack, strolling musicians, entertaining. Paula Stone and her troupe of 24, including Duke Dingley's Band, were first in on the new policy this week-end.

Evansville Books Vaude

EVANSVILLE, Ind., April 22.—Oscar Fine, manager of the Grand, lined up stage attractions for the next four weeks, using bands and acts first four days of each week. Abe Lyman comes in Monday, followed by Joe Venuti. House has had an off-and-on policy for several months, shows booked by Warnie Jones, of the RKO office in Chicago.

Plans Big Night Club in El Paso

EL PASO, Tex., April 22.—Sale of \$76,000 stock in a local night club venture has been started here by C. A. Freund, of San Antonio.

He proposes to convert building formerly used by El Paso Elks' Club into night spot called Juarez in El Paso. Freund said aim is to keep American tourists, now drawn to Juarez, in El Paso. Juarez spots with shows are Club Tivoli and Lobby Cafe.

Freund said he plans cabaret with 11-piece ork and separate dining room. Would get around stringent Texas liquor laws by selling bottled goods from separate room by different firm, with set-ups only in cabaret.

R. E. Hathcox is associated with Freund.

H. Sherman Vaude Producer

NEW YORK, April 22.—Harry Sherman, former Paramount circuit labor adviser and president of Local 306 of the IATSE here, is now producing and booking vaudeville units in West Coast and Midwestern theaters.

He has a local office but spends most of his time in the Midwest.

Osterman's Little Club, New York

With his show featuring Frances Williams having run eight weeks, Jackie Osterman brought in new talent last week. There's not much talent on hand, but Osterman makes the best of it and surprises with a thoroughly amusing, informal, anything-for-a-laugh show.

Osterman dominates, of course, being on for a long time but never boring. He was in bad voice the night caught, but he had enough wise cracks and funny bits to keep the laughs coming. His strip-tease rehearsal is still funny. The waiter bit is smart, and the business of introducing the four chorines in street clothes (after having done a sarong number) is clever. Girls are Gloria Grayson, Jean Hauser, Virginia Curtis and Betty Wheeler. They do a tap and later a coochy number on the postage-stamp-size floor. Okeh in looks.

Rita Renaud is the only other act. She is a small brunet singing French and Spanish songs along with American pops with French accent and oo-la-la gestures. Really a clever singer, she gets the most out of such songs as *Darling Je Vous Aime Beaucoup*, *Speak to Me of Love* and *Alouette*.

Roger Steel leads the five-man band, which provides good dance music and which does an amazingly fine job following the impromptu clowning of Osterman. The band does a special number in the show, with the trumpet and clarinet men revealing solid musicianship in particular.

Nelson is still at the door, and Rusty Glickman is the new p. a. A new "world's fair" awning graces the front. Osterman is starting Saturday matinee shows this week. *Paul Denis.*

Walnut Room, Bismarck Hotel, Chicago

Phil Levant and his orchestra, old favorites here, returned to drum up spring trade in this atmospheric Loop spot. With a change in style, leaning toward the sweet and melodic side, the outfit makes a suitable tenant here, pleasing the diners with soothing music. In addition, an augmented floor bill trimmed with a classy touch of production work is presented thrice nightly.

Dinner hours are still the most popular of the evening, a steady following attracted by the delicious food. Service is excellent and general management of room is admirable.

Bert Granoff, emcee and tenor, is back to guide the show. Handles it in a straight manner, which is best here, since gags fall flat on the ears of the reserved Walnut Room audience. Has an impressive romantic tenor voice and uses it in time-tried standards such as *Dark Eyes*, *Old Man River* and operetta favorites.

A singular highlight is the prim work

of Virginia Gibson, stately blonde, who delivers with a generous amount of winning salesmanship. Appearance is good and work fits well in her own spot as well as in a combination with Granoff, who lends vocal support to the production finales. Participating in the latter are a line of four graceful Jane Hadley dancers and Pauline Swann, ballerina.

The most amusing line number is a gay '90s affair, appropriately costumed and staged with gestures. Another good sight routine is a tasteful interpretation of *Deep Purple*.

Mel Ody, young juggler, has the comedy spot. Not quite strong, in view of the competitive juggling field, but shows promise. Performed a few ball and club tricks rather well. Line of talk can stand refurbishing, particularly for hotel rooms.

Levant song features include Patricia Long, swing warbler; Red Fields and Fred Smith, tenors, and Herby Walsh, comedy. Band has a great selection of novelties which spices the dance sets.

Betty Grey has been held over again to furnish delightful organ solos during intermissions.

W. H. Padgett publicizes the hotel.
Sam Honigberg.

Meadowbrook, Cedar Grove, New Jersey

Frank Dailey's enormous roadhouse, a few miles out of Montclair, N. J., has been doing excellent business all year, even on some of the bitterest winter nights, with a parade of swing bands that can't be denied.

Woody Herman is the latest, having moved out of New York's Famous Door to open last Friday, and apparently will have no trouble in drawing them in in comparable numbers to those attracted by Larry Clinton and Glenn Miller earlier in the season. Size of the first night crowd was evidence of that.

Reasons for Meadowbrook's pulling power are several. Firstly, the bands booked in are all plenty potent from the swing angle; secondly, there's plenty of room to dance or crowd around the stand, despite the heavy attendance. The \$1.25 minimum is not exactly cheap, especially to the jitterbug kids who constitute a majority of the spot's patronage, but the music swings, the food and drinks are all right, and the youngsters can get that New York night club feeling without leaving New Jersey.

Place offers a lot from the band's standpoint, also, inasmuch as it means about a dozen network shots a week, on NBC's Red and Blue and also on Mutual. Next couple of weeks will be particularly advantageous from this angle for Herman, who, after years of struggling, is definitely on his way up.

Continued good business is in pros-

pect here for the early summer, with Jimmy Dorsey coming in late in May.

Daniel Richman.

Terrace Room, Hotel New Yorker, New York

Altho Henry Busse is about to bow out of the Terrace Room, where he has been holding forth for the past six weeks, he is now ready to take his orchestra on a tour with a much improved and more co-ordinated crew than when he first made his entrance here.

At that time the band was new and unacquainted. They showed it, too. But after six weeks of musical cohabitation, the Busse rhythm, his novelties and arrangements are in tip-top shape. It's been a pleasant surprise to find such a complete change from a newly organized band with only its leader's reputation and musicianship to fall back on, to a highly musical and danceable band.

Show remains intact until the ice show takes over next week, with the exception of Edna Sedgewick, a comely brunet dancer. Miss Sedgewick is attractively gowned, very well shaped, has a lot of beauty and a fair amount of dancing talent. She goes over very nicely in this room. The charming Frazee Sisters and Mark Plant comprise the balance of the show, in addition to Vi Mele, band vocalist.

Room is being redecorated in spun glass into an ice terrace to give the winter carnival effect.

Dick Mockler handles the publicity.
Sol Zatt.

Hi Hat, Chicago

More expensive shows at the neighboring Rose Bowl are serving added impetus for the Hi Hat's Falkenstein Brothers to loosen the purse strings and buy the type of attractions that can stand Rush street competition. Jackie Heller heads the new talent crop, following on the heels of Lou Holtz and Lita Grey Chaplin, who have played to better-than-average trade. Jackie, too, is a Chicago favorite and during his last several local engagements developed a pretty good following.

Current show as a whole, however, is a booker's mistake. The line of six girls excluded, four singles comprise the entire line-up and one of them is Joan Abbott, the singer who uses about the same type of songs warbled by Jackie.

Lois Harper, capable tap dancer, follows the opening pony novelty by Muriel Kretlow's girls. She works in a carefree style and sells with a pleasing personality.

Miss Abbott stays on for several tunes. Still a striking blonde and impresses as having improved vocally since her last Windy City visit over a year ago. She is all right in an intimate spot. Her songs included *Masquerade Is Over*, *My Heart Belongs to Daddy* and *What Goes Up Must Come Down*.

Mark Ballero, the mimic, doubles as emcee. His act is not as strong in night clubs as in theaters, principally due to the sight disadvantage. Seen from a stage, his characters emote with lifelike gestures. In a spot such as this they retain the vocal resemblance but are not too bright as physical take-offs. Ballero does a strong Robinson, Allen, Sparks, Beery, Fetchit and Barrymore.

To break the single-follow-single monotony the line's swing finale precedes Jackie Heller's spot. It is not an improvement. Despite the bad spotting, Heller goes over big, for his winning personality and charming song delivery make him sure-fire anywhere. Puts plenty of sincerity in his songs, the type that arrests the attention from beginning to end. Did a generous crop when viewed. (Heller goes to New York May 15 to start rehearsals with the *Yokel Boy Makes Good* show.)

Sid Lang's six-piece band still on the band stand for show and dance music. Jimmy Cassidy is the intermission pianist. Art Goldie is the p. a.

Sam Honigberg.

Trocadero, New York

Lou Cortese is now associated with Steve Fantl at this Greenwich Village Club, trying out a new policy of entertainment. Spanish flavors have given way to a homey, Anglicized variety that is not at all difficult to take. Whereas previously there were only two shows a night, there will now be three at ap-

proximately 9:30, 12:30 and 2 a.m. Bills will change monthly.

Fantl's congeniality as host and the room's own clean and fresh appearance remain.

The half hour of divertissement offered five acts. Kathaleen Byrne, gracious vocalist, doubled as emcee. A bit of chatter or wit, along with her charm, would have given the show the necessary tightening up. Despite intentions to be informal, it was a bit stiff. Miss Byrnes' own songs in between the other acts, tho, were just the right thing.

Faith Arlington, baby-faced fan dancer, is trim of figure but short on the performance. Mimi Kellerman, niece of the famous Annette, offered her impression of the Latin dance styles, making good capital of her beauty. Climaxing the floor show was Phil Frazier and his dog, Nip, whose ability to identify articles, plus the hayseed flavor of Frazier, should make the act a favorite in town. A neat act for intimate spots as this.

Sudden change in personnel of Herbert Curbelo's Cuban Orchestra made it difficult for the band to demonstrate its best, both as a dance provider and as an accompaniment to the dancing and singing acts.

A strolling instrumentalist and hand analyst complete the room's offerings, tho on Tuesdays, the management announced, there will be rumba contests and prizes of champagne.

Sylvia Weits.

Old Roumanian, New York

Jack Silverman's lower East Side club, now seating 500, opened a new show last week. Well, it's not exactly a new show, since most of the acts are holdovers, but this is the sort of night club where patrons like to see their favorites again and again.

Hefty, vigorous Sadie Banks has been here years and years and her rowdy ditties still hit the right spot. She is not exactly subtle—but then patrons here don't want to think too hard when they're having a good time. Vivacious Ethel Bennett is another veteran here and her swinging of Jewish tunes is still attention compelling. Exotic brunet Mara, here a year, sings throaty Russian songs in Russ costume and pleases both the eye and ear. Ronnie De Camp, a tall, lithe dancer, turns in swell acro routines, and the emcee, Lionel Murray, did a routine job of singing and introducing the acts. Ray Goss succeeded Murray April 20.

Eight girls (Mildred Ray line) went thru several routines (acro, tambourine and peasant, plantation-banjo) in clean night club style costumes. They are a good-looking lot. Al Davis books the show.

Star of the show is Ludwig Satz, veteran Yiddish comedian, who goes thru a series of Yiddish characterizations that won him encores and bows. Even to those who don't understand the language his artistry is apparent. The club plans to hold him all summer.

Joe LaPorte (violin) and five men provide the show and dance music, doing a satisfying job. The show as a whole is an interesting mixture of Broadway and Roumanian-Yiddish - Russian entertainment.

The food is good, and dinner is from \$1.25. The patronage is of the type that throws off restraint with each

HARRIET CROSS

"Dynamic Song Stylist"

NOW—23rd WEEK
MIAMI CLUB, MILWAUKEE

Personal Management
BOB PRICE

HILDEGARDE

Singing Star of
"99 MEN AND A GIRL."
Wednesdays, 10 P.M., (EST), Over CBS.
Appearing Nightly
SAVOY PLAZA HOTEL, N. Y.

Exc. Rep.: JACK BERTELL. Per. Mgr.: ANNA SOSENKO.

HARRY LEECH

and

BETTY

Recognized as the youngest skating team now before the public.
Held Over Second Week.
RADIO CITY MUSIC HALL
New York



WARNING

The Entire Routine as used in BILL BURNS' CANARY CIRCUS is fully protected in The Billboard Material Protection Bureau. Any Infringement will be prosecuted.

JOE MALL AMUSEMENT OFFICE

Acts going East or West can break your jump. Novelty and Vaudeville acts. Write or wire. Give full details.
457 Hippodrome Building, Cleveland, Ohio.

A THRILLING NOVELTY! BILL BURNS' CANARY CIRCUS

currently
VILLAGE BARN, NEW YORK
Just Concluded 6 Weeks
LEON & EDDIE'S, NEW YORK

course of the dinner, and on the night caught they were having a screaming good time.

Sid Heller is the p. a. and doing a good job. *Paul Denis.*

La Conga, Hollywood

Those looking for Latin atmosphere and having an inclination to rumba the evening away will find no better spot than Monte Proser's La Conga.

This nitery, situated on Vine street across from NBC's Radio City, is the meeting place for the Hollywood Rumba Club. Group takes the place over on Tuesday nights for its festivities. Membership in club is limited to those who are "known." Members get the "minimum" knocked off on club nights. Outsiders aren't barred on Tuesdays, but film celebs practically monopolize the spot on this night.

La Conga doesn't go for much show, but its uniqueness and almost continuous music make it a favorite haunt of tourists. Spot usually has a profusion of lense hounds from the various fan magazines seeking candid camera shots of celebrities.

Only show goes on at midnight. Eduardo Chavez, who batons the Latin ork, steps down and warbles a couple of numbers. His best was *Granada*. Has a pleasing personality and knows how to put his songs across. Alexander D'Arcy, who plays heavies in films, works at the mike. His style is effective for this type spot. The Theodores, Latin dance team, did some fancy stepping. Seen frequently in films, this team does a pair of dances that are in the top class. Their precision and rhythm help make their act more appealing to the eye.

Chavez has one of those rare Latin combinations that seems to do equally well playing torrid Cuban rhythms and swing. He keeps up continuous music, which keeps the crowd in a good mood.

La Conga is constructed along typically Latin lines, with palms and all the atmosphere. Bar is situated near the front door. Tables are in back of the bar, situated so everyone has a view of the raised dance floor. Drinks go for four bits up.

Heavy play here over the week-ends and on club nights. *Dean Owen.*

Bert Frohman's Club, New York

Suffering from the current business anemia that has hit 52d street, Frohman's three-week-old club is managing to hold its own in anticipation of the World's Fair trade.

Since the opening one new act has come in, the Three Marshalls replacing the Valero Sisters. The Marshalls (Peggy, Kay and Jack), a two-girl one-man singing harmony team, also on WJZ and WOR once a week, work between the main room in an informal show and the Fireside Room upstairs. Act works nicely with quiet arrangements of pop tunes and has a nice blend of harmony.

Frohman is virtually the entire show, singing tunes and using showmanship. Still on hand is Patricia Lynn, who sings nicely and is getting away from her own accordion accompaniment, and the Toppers, a lively swing quintet.

Bernie Bernard's Band has been added as relief crew. The place could stand some comedy, however.

Mike Cramoy handling publicity. *Sol Zatt.*

Zimmy's Hungaria, New York

In the basement of the Bond Building, this surprisingly resplendent restaurant is doing fine business with good food at moderate prices and pleasing dance music along with a quantity floor show. Quantity, if not quality.

The floor show is an odd mixture of Hungarian and American entertainment styles (three Hungarian singers and an American dance team and girl single dancer). Gene Kardos Band handles the show and dance music nicely. His seven men provide danceable rhythms and music that is satisfying for just plain listening. Relief music is provided by Bela Villanyi (violin) and trio who specialize in charming gypsy airs.

Diane and Del Campo, tall Latin man and radiant tall blonde, combine to make a pleasing ballroom team. In their fifth week here, they offered an exotic number and a Bolero and returned later for a rumba and a Conga. Their costumes are excellent and their work is highlighted

by spins and lifts and the usual ballroom tricks.

Dr. Lazos Barsony, baritone, went thru several Hungarian songs, but the huge restaurant was too noisy to permit his voice to show well. Amelia Gillmore, brunet, was on first for a lively toe-tap military number and returned for a toe-tap-and-spin to the *Second Hungarian Rhapsody*. A good dancer. An elderly woman sang a few Hungarian ditties and then surprised with *A Tisket* and shag movements plus a Hungarian accent. Novel, but not too good. A young girl did a song and dance in native peasant costume.

Feature of the show is blond and personable Lola Laszlo, billed as "Budapest's most popular musical comedy star." She sings, accent and all, *You Must Have Been a Beautiful Baby* and *My Heart Belongs to Daddy*. Has poise and pleasing voice, but is not ready for American songs. *Paul Denis.*

Club Tivoli, Juarez, Mexico

Jimmy Oakes, now emceeing in his ninth month at this border spot. Show follows usual pattern, with little to lift it except his singing and Norma Padilla's dancing.

Show opened by Carolyn Dyne, blond, with soft-shoe number for fair hand.

Miss Padilla got good hand for her Spanish dances. This tiny dancer has been back for several return engagements.

Oakes' bit consisted of a couple of songs, which he sold well, and leading a bit of community singing, which patrons seemed to enjoy. He paced show well.

Miss Dyne was back to put on fast tap, which brought good hand.

Ramon and Florina, ballroom duo, closed with tango and waltz. Couple, beautiful blond girl and handsome brunet man, has classy appearance and drew best hand of evening.

House ork provides only fair music for show and dancing. Roberto Holguin is manager. *Hal Middlesworth.*

Vaudeville Notes

McCONNEL AND MOORE, who recently closed at the Sam Houston Coliseum, Houston, are now on their way east, with stop-offs at Louisville and Newport, Ky.

JOHN PAYNE, picture actor, will be at the Palace, Cleveland, week of April 28. Booked by William Miller Agency, New York.

HATTIE ALTHOFF is arranging bookings for Clifford and Marion, now on their way back from England. . . . DR. SAUSAGE AND FIVE PORK CHOPS, instrumentalists, leave Kelly's Stable and go into the Apollo Theater, New York, April 28. . . . BETTE PLATT, dancer, is now at 2641 Marion avenue, New York, under a doctor's care and would like to hear from friends.

CHARLES GALE, formerly of Gale and Carson, is rehearsing a new act with Janice Walker, recently an all-girl band leader. Walter Carson is in the American Hospital, Chicago, recuperating from an auto accident.

KNIGHT SISTERS go into the Chicago Theater, Chicago, Friday, marking their second engagement in the Loop in three weeks.

TED LESTER sailed March 24 for Brazil for an eight-week engagement at the Capa Cabana, Rio de Janeiro. . . .

MIKADO IN SWINGTIME unit, the only all-white swing version of the Gilbert and Sullivan operetta, opens in the East shortly with a cast of 35. . . . AL FRAZER, who has been doing his musical and iron-jaw turn thru Illinois and Indiana, will resume soon thru Michigan and Ohio with a unit that will also include Bob White and Dolly O'Day.

NOVELLE BROTHERS go into the Oriental, Chicago, week of June 9. . . .

WHITE ROBERTS returns to the State-Lake, Chicago, week of June 16.

MORIN SISTERS, thru a pinch-hit show for the Randall Sisters at the Palace, Chicago, last Sunday, landed a two-week date in that house, opening Friday. Bonnie Randall lost her father and flew to New York to attend funeral services. . . .

THREE WILES and Don Ford and Sophisticates go into the Oriental, Chicago, May, 12. . . . STATE-LAKE, Chicago, will play Tommy Martin, Rosemary Dering and Lela Moore week of June 30.

NOVAK AND FAYE and Billie Rayes go in with Shep Field's Band into the Orpheum, Minneapolis, week of May 12.

Berle, Richman Set for Int'l Casino; More N. Y. Clubs Soon

NEW YORK, April 22.—The reopening of the International Casino, being bankrolled by Alex Finn, Boston night club operator, and Chester Canning, an oil man from Fall River, Mass., is set for week of May 12 and not on May 5, according to Georgie Hale, who is producing the show.

The revue, now rehearsing, has signed Milton Berle, Harry Richman and the Five Jansleys. Total cast will be 75 performers, including a dancing ensemble, a group of Haitian witch doctors, a male chorus of eight and several other standard acts. Hale is also dickering for a name band.

52d Street—Coney Island

With activity at a high pitch on 52d Street's Swing Alley, in a couple of weeks the street will take on the aspects of Coney Island. The Brown Derby, scheduled to open April 28, will be completely decked with neon lights. John Steel, Charles King, Julia Gerrity and That Quartet in show. This spot will be next to Bert Frohman's, which now has the biggest neon sign on the street. Neon Lane, as the street is apt to be called when the World's Fair crowds break loose, will also have pretty much of a blinder in Leon & Eddie's sign. Leon and Eddie's, 52d street's first night club, will celebrate its 10th anniversary Thursday.

Mario Tosatti's new club, La Conga, opens April 26 with Pancho's and Diosa Costello's orchestras and a talent line-up

including Pancho and Dolores and Juan Martinez and Antonita.

Hotel Roofs Opening

In the next two weeks many local hotels will close their formal dining room-night clubs and move to sidewalk cafes and roof gardens. Included are the St. Moritz, which reopens its sidewalk Cafe April 27 with Horatio Zito's Ork, Collette and Barry, Cassandra, Christina Lind and Angela Velez.

Some of the hotel stratosphere climbs will include the Plaza, opening April 27 with Sheila Barrett and Jack Marshard's music; Ambassador, opening May 3; Pierre, opening May 4 with Paul and Grace Hartman and Enric Madriguera's Ork; St. Regis, opening May 4 with Joe Rines' Band and a floor show directed by Le Roy Prinz and including Mary Parker and Billy Daniels.

SOLID COMFORT



Why suffer from fatigued feet? Write A. S. HOGE Apt. 144, Mazatlan, Sin, Mexico.

Salutations to a New Star!

WHAT THE CRITICS SAY ABOUT

YOLA GALLI

Now Appearing at the CASA MANANA, New York
Thanks to MR. BILLY ROSE

"Yola Galli is rewarded with a reception second to none on the roster. Miss Galli, perfectly coy and with personality to spare, scores instantly with soprano and coloratura renditions of pop and operatic numbers."—THE BILLBOARD.

"Yola Galli, comely blonde, works like a veteran despite her obvious youth. Stressing altitudinous notes she was a smash on a bill studded with vets. Forced to a third encore at show caught, Miss Galli did 'Donkey Serenade'."—VARIETY.

EXCLUSIVE MANAGEMENT: **HATTIE ALTHOFF** Yates Agency New York



SIMPSON SISTERS

"Miracles of the Blades"

BEGIN THEIR 29th WEEK . . .

FEATURED IN THE

NEW ICE REVUE
IRIDIUM ROOM

Hotel St. Regis
New York

Direction: MUSIC CORPORATION OF AMERICA

(Routes are for current week when no dates are given.)

A
Aaron, Catherine (Club 99) Bayonne, N. J., nc.
Abbott & Costello (Earle) Washington, D. C., t.
Abbott, Merriel, Dancers (Chicago) Chi, t.

B
Baird, Bill (Colosimo's) Chi, nc.
Baldwin & Bristol (Oasis Patio) Palm Beach, Fla., rc.

C
Callahan Sisters (Brown) Louisville, h.
Campo, Diane & Del (Zimmerman's Hungaria) NYC, nc.

D
D'Arcy Girls: Kansas City, Kan.
D'Avalos, Rodolfo (Versailles) NYC, re.

Acts-Units-Attractions Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATIONS OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

E
Edison & Louise (Empress) Brixton, Eng., t.
Elgins, Five (State) NYC, t.

F
Faith, Hope & Zingo (Oriental) Chi, t.
Fanton, Joe, & Co. (Ufa Palast) Hamburg, Germany, t.

G
Gaby, Frank (Paramount) NYC, t.
Gail & Diane (Town Club) Boston, nc.

H
Hadley, Jane, Dancers (Bismarck) Chi, h.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.

I
Isles, Steven (Gay Nineties) NYC, nc.
Istomin, George (Russian Art) NYC, nc.

J
Jack & Jill (Netherland Plaza) Cincinnati, h.
Jackson, Stone & Reeve (State-Lake) Chi, t.

K
Kademova, Litka (Colosimo's) Chi, nc.
Kapelova, Klavdia (Russian Kretchma) NYC, nc.

L
LaBelle, Chickie (Royal Pines) Lake George, N. Y., rc.
Laird's, Ruth, Texas Rockets (Freddie's) Cleveland, nc.

"THAT GIBSON GIRL"
VIRGINIA GIBSON
Moods in Song
Now
WALNUT ROOM
Bismarck Hotel, Chicago.

M
McCabe, Sara Ann (State) Norfolk, Va., t.
McBride, Rudy (Gay Nineties) NYC, nc.

N
Nathan, Sam (State) Norfolk, Va., t.
Nathan, Rudy (Gay Nineties) NYC, nc.

O
O'Brien, James (State) Norfolk, Va., t.
O'Brien, Rudy (Gay Nineties) NYC, nc.

P
Parker, Sam (State) Norfolk, Va., t.
Parker, Rudy (Gay Nineties) NYC, nc.

Q
Quinn, Sam (State) Norfolk, Va., t.
Quinn, Rudy (Gay Nineties) NYC, nc.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

L. A. Club Dates Up 25% as Talent Demand Increases

LOS ANGELES, April 22.—The local club date biz is showing an upturn for the first time in years. And in the night club field biz is heading for the black side of the ledger. Two new clubs are opening, besides the Will Morrissey revue which was to preem yesterday.

Russell Owens has taken over the old Hollywood Barn and unshutters the spot with old flickers and vaude, calling it The Fatal Glass of Beer. Gay '90s decorations will predominate. First flicker will be the *Fatal Glass of Beer*, made 40 years ago. Vaude will include Charles Withers, Mark Linder, Pat and Patsy Moran and the Caits Brothers.

Old Cafe De Paree has been renovated and is being opened by Al Schwartz and George Fawcett as the Westlake Music Hall. Opening bill will feature Al Herman, Foley and Leture, Worthman Twins, Ruby LeChrist, Donnell and Herick, Ted Blakely, Gypsy Glenn and Peggy Gilbert's Ork. Six-girl line will also be used.

American Federation of Actors report that club date bookings show a 25 per cent increase over same period last year and that club acts are becoming easier to sell. Giving a good example of increase in club date bookings, AFA spokesman pointed out that on April 6 56 people worked that evening in club dates. On March 17, a natural booking date, more than 115 people worked for various organizations. Even labor unions are using flesh for their gatherings.

All acts working have been under AFA banner, officials declared.

After postponing opening twice Will Morrissey was to preem his *Big Show* yesterday. Tables in front of orchestra seats will sell for \$2.20, first four rows for \$1.50, and the rest of the lower floor for \$1.10. Balcony seats sell from 40 cents to 85 cents. Only beer will be served, and this will be peddled half-way during first act, during intermission and at break between second and third acts. During intermission entertainment will be going on all the time at the two bars, one in the lobby and the other on the mezzanine.

Doors will open at 7:30 and show will continue until around 2 a.m. Beer will be 15 cents a glass.

Vaude Vets for Jessel WF Show

NEW YORK, April 22.—Harry Spear, emcee-singer, has joined George Jessel, who is directing the *Sidewalks of New York* concession at the World's Fair. Spear is helping Jessel line up talent for show now rehearsing for the April 30 opening.

Understood set are Ann Pennington, Marion Eddy (formerly of Conrad and Eddy); Harry Pollard, singer; 16 Chester Hale Can Can Girls. Dan Dody, brother of Sam Dody, is staging the show.

REVIEW OF A. B.

(Continued from page 4)

Lovelles parade in jade green costumes. Outstanding is De Vries, who does an excellent acro-contortion dance.

Les Sechrist, accordionist, has polish and good delivery. Won an encore and brought out four femme accordionists, Lillian McCoy, Ruth Vernon and the Hinton Sisters.

Ha Cha San does a fan dance, semi-nude, with the chorus. Tho the dance is quite a novelty here, the audience expected more, as they've seen better fan presentations on the screen.

Senorita Alvarez sings and distributes violets. Then Sparky Kaye, attired in a femme costume with a big basket salad and vegetables, demands a kiss from the same person who kissed the senorita.

Harold Boyd and his Jigsaws, appearing before the finale, have the audience roaring with their screwy antics. Particularly good is their fan dance, using newspapers for fans. Close to a solid applause.

Finale Is Weak

The finale has the company on in a *Feather Fantasy*. This number lacked snap.

Credit must be given to Ben McAtee, principal comedian, who works hard, assisted by Dorothy Coudy and Sparky Kaye, in presenting gags and novel sketches. *Tony Moskvitch*.

This Will Make It Tough for Many Clubs

PHILADELPHIA, April 22.—A bill drawn up by a local labor attorney for introduction in the State Legislature carries a 30-day prison term and a \$100 fine if any employer fails to meet his pay-roll obligations within two weeks after they fall due.

This measure, having the combined support of the AFL and CIO, is expected to pass. The effect on many night club ops is obvious.

Fay Show Opens May 1 in Boston; 7 Weeks in N. Y.

NEW YORK, April 22.—Frank Fay's straight vaude show at the 44th Street Theater ended a seven-week run Wednesday night and opens at the Shubert, Boston, May 1 for two weeks and options.

Fay and Lee Shubert had been negotiating for some time. The Shuberts claim they would not take the show in their houses on a percentage. Fay is putting up a guarantee for the Boston date.

The show grossed a total of \$69,386 during its local run and had originally announced it would switch to a revue policy and continue here. The Boston date will be at \$2.20 top, compared with \$2.75 top here. Performances every night and matinees Wednesdays and Saturdays.

Aunt Jemima will replace the Merry Macs. Flo Mays will open the show.

Vaude Grosses

Fay Vaude Ends 7-Week Run; Judy Garland Big at State B'way Holdovers Do Swell

Frank Fay's vaude show at the 44th Street Theater bowed out Thursday after a seven-week run, grossing \$8,600 the closing week. The show grossed a total of \$69,386.

Vincent Lopez's unit with Abbott and Costello did approximately \$11,500 at the Flatbush, Brooklyn.

All Broadway houses, with the exception of the State, played holdover shows last week and cleared much better box-office takes than they had been doing before the Easter holidays. Even the State managed to do greater business than it has enjoyed in months.

The Paramount, during the second week of Tommy Dorsey on the stage and *Midnight* on the screen, grossed \$41,000, as against \$52,000 the opening week. Show is running a third strong week.

Guy Lombardo and *Dodge City* at the Strand also knocked off a neat second week take, \$36,000, and is also set for a third week. Gross for the show's first week was \$50,000.

Loew's State, with Judy Garland, Joe Venuti's Band and *Huckleberry Finn*, did excellently with \$35,000 in the till. For the grosses the State has been having recently, this is smash business.

Alexander Graham Bell, at the Roxy for three weeks and set to hold for a fourth, in addition to the stage show headed by Art Jarrett, knocked off \$34,000.

Radio City Music Hall, which ran its Easter pageant and the *Story of Irene and Vernon Castle* for three weeks, grossed \$80,000 the closing week. This has been the biggest gross around in a long time. First week took in \$98,000 and the second week \$108,000. New show, which opened with *Dark Victory* Thursday, opened with SRO business and is expected to gross \$90,000.

Rain Mauls Chi Grosses

CHICAGO.—Rain everyday last week walloped the box offices for a loss, particularly during afternoons when the weather was at its darkest. Chicago held up about best, grossing another \$33,000 with second week of *Dodge City* and Orrin Tucker's Band on stage. Opening of current week was slow, but strength of *Alexander Graham Bell* promises a strong \$35,000. Arthur Treacher's p. a. heads stage bill. Palace

Unit's 70 Grand Nut Already Covered by 32 Australian Weeks

Harry Howard says unit still has 17 weeks set—25-week South African tour a probable follow-up—but only 10 weeks guaranteed to vaude acts in Australia

NEW YORK, April 22.—Harry Howard, whose *Hollywood Hotel Revue* has already played 32 weeks in Australia and New Zealand, is back in New York negotiating for a South African tour to be followed by a series of engagements in India which will carry the unit thru a two-year run outside of the United States. Conditions in Australia, according to Howard, are excellent, there being little competition. Units can play 45 to 50 weeks in Australia and New Zealand alone, and South Africa offers approximately 25. *Hollywood Hotel* has already

been cleared of its \$70,000 nut and has plenty of engagements lined up. Howard currently is negotiating with M. A. Schlesinger, of the London office of International Variety Agency, Ltd. Schlesinger is now in New York, but Howard, after confabs here, will go to London to try to conclude details covering South Africa tour and possibly a London engagement for *Hotel*. He is also planning a second production to open in Australia.

Hotel carries a cast of 45, and transportation costs came to \$31,000, including baggage. About \$21,000 of this was for ship fares and \$10,000 for railroads. Production cost was \$40,000.

Thus far *Hotel's* itinerary has included three weeks at His Majesty's Theater, Auckland; 11 weeks at His Majesty's, Sydney; three weeks, His Majesty's, Brisbane; 14 weeks (a record), Princess, Melbourne, and two weeks, His Majesty's, Dunedeen. Dates to follow are two weeks, Theater Royal, Christ Church; three weeks, His Majesty's, Wellington;

a repeat performance of two weeks at Auckland, and two weeks of one, two and three-night engagements. Show then goes to the Western part of Australia to play three weeks at Adelaide and four at Perth and one at Calgooley.

If negotiations with Schlesinger materialize, South African tour of 25 weeks will follow. Three chief cities here are Johannesburg, Capetown and Durban.

Hotel has been playing at a top of approximately \$1.75.

Straight vaude time in Australia figures to about 10 weeks, five in Sydney, five in Melbourne, booked by Frank Neil.

Show, which had Willie and Eugene Howard for the first 20 weeks, now features Bobby Morris, Marty May and Murray Briscoe. Howard says that slapstick comedy is very popular in Australia and that Morris and Briscoe, burly comics, are doing very well.

Howard denies vigorously reports circulated here recently that he stranded his show.

a passable \$6,000. Pic, *Danger Island*. The Carman reported a \$4,500 gross, with the usual four vaude acts (Ted Adair and Co.; Fawn, Dunn and Howard; Henri Therron, and Percival the Bull, with Virginia Mayo emseing). *The Little Princess* on the screen.

Basie Great; Webb Poor

BALTIMORE.—Count Basie good for a swell \$10,500 at the Royal, manager Sam Stieffel reports. Rain prevailed thru most of the week. Film, *Nancy Drew, Reporter*.

Last week Chick Webb drew a disappointing \$4,700, despite the pulling power of *Love Affair*.

Bowes Unit Big

DETROIT, April 22.—Major Bowes' unit, first flesh attraction used in the Capitol in four years, grossed \$9,600 last week with a 40-cent admission price. House seats 3,600.

Spitalny's Buffalo Socko

BUFFALO.—Phil Spitalny boosted the gross of the Buffalo Theater to \$18,500, which is six and one-half grand over average, for the week ending April 15. Pic was *Society Lawyer*.

Real McCoy in Denver

DENVER.—Clyde McCoy, at Denver Theater for week ending April 19, did a good \$11,400. House average is \$9,000. Pic with McCoy was *Spirit of Denver*.

Para Slightly Below

LOS ANGELES.—Paramount, with Larry Blake and Fanchon & Marco Revue, grossed \$15,200, about \$2,800 below the house average, for week ending April 19. Pic, *The Eagle and the Hawk*.

Riverside Doubles Take

MILWAUKEE.—Dixie Dunbar, Jackie Heller and Eddie Peabody, plus pic, *Risky Business*, boomed the Riverside's gross to \$10,400, as against average of \$5,000, for week ending April 14.

Hoosier Business Dips

INDIANAPOLIS.—The Lyric went about \$2,000 in the red with a show which headlined two bands, Jay Mills and Dean Hudson, both of whom are comparatively unknown here.

The Circle pulled in a net too rousing \$9,000, which probably didn't put it (See VAUDE GROSSES on page 26)

is in third and last week of *The Castles* and comparatively unimportant flesh show. May garner another \$15,000, bringing up run total to a strong \$58,000.

Oriental had a mild \$13,000 week with two features and so-so five-act show. May do a grand better this week with Hugh Herbert's stage appearance provided the weather man is kind. State-Lake was equally weak, but current stanza with second run of the Ritz Brothers in *Three Musketeers* and eight-act bill should wind up with a brighter \$14,500.

Shirley Ross Cross Down

NEWARK, N. J.—Week ending April 20 found the Paramount turning in a very poor gross with Shirley Ross heading on stage and Bob Burns in *I'm From Missouri*. House ended the week with a \$11,400 take. Considerably under average.

Empire, town's burlesque spot, also took a dive after Ann Corio's final appearance and looks as if Margie Hart will do no better than \$4,200. Only fair

World Fair Revue Okeh

HARTFORD.—State, with *World Fair Preview Revue* on stage and pic, *Streets of New York*, grossed \$10,000 last week, considered okeh.

Waring Pulls \$27,000

PITTSBURGH.—Fred Waring's Pennsylvanians, last vaude attraction before the Stanley returns to a month of straight pictures, drew a very healthy \$27,000, best gate in several moons. On the screen, *Sergeant Madden* (MGM).

Weather Kills Philly Biz

PHILADELPHIA.—Rain four days out of the week kept the grosses down to discouraging figures. The Fox, headed by Chick Webb, Ella Fitzgerald and Peg Leg Bates, garnered a desolate \$18,000. No sensation on screen with the showing of *Society Lawyer*.

Talent at Fay's, headed by Diane Rowland, with support from Jean Sargeant, Vox and Walters, Richards and Adrienne, and Ming and Chang, netted

State, New York

(Reviewed Thursday Evening, April 20)

State has a little bit of everything spread thru a 65-minute stage bill this week, but it's a disjointed array that carries no real sock and that left a well-filled house cold and unimpressed.

Splitting up equal billing are Eddie DeLange and band, Niela Goodelle and George Givot. DeLange is not on the stage for the whole show but holds down the closing spot and succeeds in sending them out into the street or into the thrills of Walter Wanger's *Stagecoach* with the impression that they've seen a better bill than it actually is.

DeLange leads off his routine with a medley of the songs of which he is co-author—*So Help Me, Deep in a Dream, Moonglow, Heaven Can Wait*, etc.—and the list of hits is imposing enough to warrant the time spent on them. The only ill-advised bit is Eddie's warbling of *Heaven*. He definitely can write lyrics, but he ought to leave singing them to those who can. Latter half of the DeLange stint is taken up with several novelty tunes in the projection of which the band excels. With Elisse Cooper, ork's extremely attractive vocalist, handling most of the wordage, assisted by DeLange and ensemble, *Eagle-Eye Finkle, What This Country Needs Is Foo* and *What Are Little Girls Made Of?* wind up the show on an amusing and entertaining note.

Ballroom team of Maurice and Maryea interrupts the DeLange doings with a couple of listless routines. Outside of

this, Eddie puts on a good show, makes a nice appearance in tails and emsees personably. Bandsmen look good in white tux jackets.

Givot has added a lot of patter to his Greek ambassador routine, some of it very funny and some of it very so-so. All the familiar mispronunciations are there plus some new ones, but definitely out of place are the several propagandistic, flag-waving gags. Givot drops the dialect for an encore and proves again that his delivery is genuinely comic, with or without the blue-plate specials.

Miss Goodelle's style reflects too much class to net her the proper appreciation from the type of audience here. Singer has charm, poise, looks and a voice that needs the setting of a smart supper club in which to display them to their full advantage. Reception here was lukewarm, which was entirely the fault of a patronage that likes its singers hot and noisy. In *Shut-Eye, I Get Along Without You Very Well* and *Between the Devil and the Deep Blue Sea*, Miss Goodelle showed a type of song projection that would have been a show-stop in front of a really discerning crowd.

Five Elgins, three men and two women, open the bill with a clever juggling turn, using platelike hats and Indian clubs. Community juggling and tossing of the clubs to one another is an eye-opener, with the pewholders (and probably the Elgins) wondering when one of the clubs will bean somebody in the troupe. Even tho it doesn't happen, the act is fast and attention-commanding.

Jean Carroll and Buddy Howe follow with a standard vaude turn. Howe straightening for Miss Carroll. Girl is a pretty fair comedienne of the Gracie Allen genre and has the benefit of some gags that are less hoary than is usual in an act like this.

Daniel Richman.

Vaudeville Reviews

State-Lake, Chicago

(Reviewed Friday Afternoon, April 21)

Another second-run feature (*The Three Musketeers*) and eight acts on the menu but nothing too strong to indicate any extra activity at the box office. Bill on the whole is well balanced and not as exhaustive as previous octet combinations.

Paul Bauer and Co., two men and a girl, open with a novelty dance act. Novelty lies in the quick changes between numbers on the stage. Change from navy to Western to blackface and finally to modern outfits, with little time wasted. Routines, from the dance standpoint, are not solid, altho individual bits such as one man's Russian steps while tied in mummy fashion and a flashy rope-skipping closing stand out.

Jue Fong, Oriental tenor, was not as impressive as during his last stay here. While still possessing a good voice, his delivery lost the punch. Stayed on for three numbers.

Jack Lavier has a thoroly clean and entertaining offering. Bedecked in a loud Gay '90s suit and red mustache, he is a hilarious figure on a trapeze. Smooth and highly amusing all the way.

Alice Kavan, interpretative tap dancer, displays a modern and a cape routine, both okeh from the sight standpoint but not too impressive when spotted as a single on a stage. It is the type of stuff that goes better in front of a line.

Flagg and Arnold, hand balancers, stay on briefly with sock and clean-cut tricks. A neat exhibition of strength.

Alice Dawn stopped the show with a silver-bell voice and a sexy personality. The kid should rehearse a couple more tunes for a mere thank you speech after three numbers is not enough. Did *This Is It, It's Never Too Late* and the banged-up *Alexander's Ragtime Band*. Each song properly arranged.

Dick and Dot Remmy, novelty acrobats, are now doing their strongest work. Dot turned to comedy and the result is most satisfactory. Dick's equibrical feats are way above ordinary.

Jackson, Stone and Reeve, song stylists of the old school, close the bill. Jackson is the former partner of Jimmy Durante's trio and he is carrying on with the same mannerisms and enthusiasm of that era. Boys, in all, warm up a nice response. Cy Reeve doubles as emcee.

Rain kept business down second show opening day. Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, April 20)

Altho there is only one outside act this week, Harry Leech and Betty, skating duo, the comparatively short stage show is an eye-filling and punchy attraction. Most of the punch lies in stunning scenic array, especially a scene showing the cherry blossoms in bloom in Washington.

Evelyn Duerler, soprano, sings the opening number, a spring number, bringing on the Rockettes in very attractive pantalooned costumes. Routine is as customarily effective as ever. Side panels along the walls of the house have girls posing in various spring styles.

The Harry Leech and Betty skating act is a sock turn. Together they do strongly effective whirls, as the girl just grazes the floor. They drew a number of "oh's" from the house and were well applauded.

Jan Peerce, set in a square midway in the curtain, socked over with the *Masquerade Is Over*. Men's chorus, five on each side of the stage, highlighted by lighting throwing large shadows against the drop, backgrounded. Number was well done, vocally and scenically.

The cherry bloom scene, showing the Capitol and other Washington landmarks in the background, is a lulu of a scenic job. It introduced the ballet for its number, altho it seems a shame the girls weren't routined to do more work among the trees. Ballet designs made lovely watching. Entire company then back for a brief finale.

An overture written by Menotti Salta, house arranger, opened. Titled *Amusement Park*, it attempted to depict a Coney Island in music, but fell pretty short and wound up as a patchquilt affair using various standard tunes. Original music, such as there is, was interesting, but the piece is more of a medley than an original composition.

Stage show is short, to allow for the long feature, Bette Davis in *Dark Victory*. Business good and should continue that way for the run.

Jerry Franken.

Oriental, Chicago

(Reviewed Friday Afternoon, April 21)

Hugh Herbert, who is headlining the current bill, should change his act on return engagements. He is doing essentially the same he did at the State-Lake a few months ago before Jones, Linick & Schaefer moved their parcels from that house to this Randolph street bargain leader. Opens once more with the telegram skit, assisted by his wife, and closes with gags. First show customers greeted him heavily, tho, but it was mostly, one presumes, for his screen reputation.

Verne Buck and the house band start things off with an overture, playing selections from Victor Herbert's *Fortune Teller* with warm appeal. The line of girls, in their final week, open the stage bill with a strong acrobatic specialty, each kid outfitted in bright pajamas, and wind up after Hugh Herbert's spot with a jazz strut.

Faith Hope and her Hollywood horse, Zingo, offer a bright session. Best here are the dancing bits by the "horse" and a spry ballet specialty by Miss Hope. Animal's padded costume permits better than ordinary footwork but hampers the comedy thru a more or less expressionless face.

Freda and Anthony, two men with Italian dialects, have a talk and song combination that smacks of the old vaude days. It still retains some happy moments nevertheless thru the team's spirited delivery. And the comedy is the type that appeals to a bargain audience.

Condos Brothers clicked with their sock tap work. Their feet get a real workout and the challenge edition is a ready invitation for hand mittings.

Sandra Lee Mears, child yodeler, who won an amateur contest, is the latest to get a week's work at a "professional salary." Strictly amateurish, this one of the cute variety who gets the ahs and ohs from the parental element.

House is back to single bills this week, but feature (Richard Dix in *Twelve Crowded Hours*) is one of the worst RKO-Radio has yet produced. Back to twin bills Friday when stage portion will be topped by Peter Higgins.

House good end of first show opening day. Sam Honigberg.

Paramount, Newark, N. J.

(Reviewed Friday Afternoon, April 21)

Glenn Miller and his crew, fresh from an extended engagement at Frank Dalley's near-by Meadowbrook, headline this week's show. Management has unnecessarily surrounded the band with a number of acts that slow up the show and detract from the band's value.

Bob Hall, spontaneous rhymer, and Mann, Drury and Lane, dancers, are two acts that could have been skipped without hurting the show in the least. Ben Dova, comic acrobat with his trick lamp-post, and June Carr and Joe Rollo, comedy patter and dance team, aid the routine and drew nice response.

Miller should be the country's number one band within six months. Playing a brand of music that is somewhere between Clinton and Goodman, he features a five-man sax section that is varied with a lead clarinet played by Wilbur Schwartz. Latter gets a fine tone out of his licorice stick and adds a good deal of distinction to the band.

Ray Eberle and Marion Hutton (Eberle being the brother of Bob, who sings with Jimmy Dorsey, and Hutton being the sister of Betty, Lopez's jitterbug) handle their vocal assignments with finesse. Both were called back for extra encores.

Glenn's trombone playing and his arranging are not to be slighted. He does a swell job on the slide horn and his arrangements always draw applause. His production number, *Danny Boy*, was particularly well received.

Screen fare, *Spirit of Culver*, Universal. Biz good. Bruno M. Kern.

Palace, Youngstown, O.

(Reviewed Monday Evening, April 17)

Moderated swing rhythms and the special arrangements of the Abe Lyman Band, supplemented by a half-dozen specialty entertainers that would have been conspicuous on any big vaude bill, gave the Palace here one of the most entertaining hour's variety in a long time. Seldom has a line-up of entertainers of equal number given better value in entertainment and novelty.

The Lyman group deals in music that is styled modernistic, but in a fashion far less destructive than in most cases. At intervals, the Californians blend their music with the voices of the California

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
A NEW BOX OFFICE SENSATION White DOC. M. IRVING
4313 Roosevelt Blvd., Phila. Pa.

WHAT THE PRESS SAYS ABOUT THE
KNIGHT SISTERS

"The Knight Sisters, two girls who have a superlative turn combining grace, daring and agility as well as perfect co-ordination. Their act is unlike any adagio dancing you may have ever seen before. They really are excellent."
Indianapolis News.

"Girls have something new in acro work and do muscle tricks usually performed by men. Appeal of act lies in sweet appearance of girls, who are nicely built with no bulging muscles, yet do obviously difficult sinew work."
Variety.

"Real high spot is the unusual adagio turn of the Knight Sisters, two graceful kids who display strong tricks in an offering that is above the average. They are youthful and possess winning personalities."
The Billboard.

"Charming youngsters, Betty and Katherine Knight. . . . A pair of sylphs, these two perform a startling routine of acrobatics and posture dances. The act is a real one."
Boston Sunday Advertiser.

SIGNED FOR 1939 WITH
GEORGE WHITE'S SCANDALS

JOHN GALLUS
Presenting An Original Clarinet Juggling Fantasy
and Dancing Puppet Revue
currently with the
MAE WEST SHOW
via: MARK J. LEDDY

DICK AND DOTTIE REMY
COMEDY NOVELTY
NOW—STATE-LAKE THEATRE, CHICAGO
East—Bill Miller West—Sam Roberts

THE SMOOTH AS SILK ATHLETES
FLAGG AND ARNOLD
"POETS OF MOTION"
THIS WEEK — STATE-LAKE THEATER, CHICAGO
Direction: GUY PERKINS

Varsity Eight, handsome young men in gay uniforms, who make the welkin ring with college tunes. March songs and harmony selections, *Home on the Range*, brings out the double voice of one member who sails to a high note in clear falsetto.

Best rendition by Rose Blane is *Old Man Mose*, with *Hold Tight* a close second. Her *F. D. Roosevelt Jones* also is pleasing. Bud Hughes and his Buddies is a trained dog act fastly routined that keeps the audience applauding. Bud throws in a magic trick or two for good measure.

"Red" Pepper imitates all of the trumpet celebrities and even goes one better with a top note that is all his own. One of season's most original novelty acts is presented by the eccentric acro comedienne, Cinda Glenn. Frank Parish is a pleasing emcee in the absence of Lyman, who was confined to his hotel with an attack of bronchitis, but who returned to the unit Sunday.

Screen fare, *Sudden Money* (Paramount). Rex McConnell.

Orpheum, Los Angeles

(Reviewed Friday Afternoon, April 21)

Show this week is headlined by Norvell, mentalist, who claims he has some influence on the lives of some of Hollywood's flicker names. Norvell maintains the same high-class act he has always shown here. Questions popped to him were more on the order of international events than those pertaining to love, happiness, etc. With some pointed predictions, such as a general European war in the near future, Norvell gets the crowd in a better mood by adding that the United States does not seem likely to become engaged in the conflict. The act drew a nice round of applause.

Morey Amsterdam is back with the usual round of gags, some funny, some flat. Amsterdam works hard and manages to put his stuff across fairly well. Toy and Wing, Chinese, presented something unusual in a dance act. They did some clever modern steps that put their turn above the average of this type.

Grey and Kathleen offered a hand-balancing routine that had its moments. Altho nothing outstanding was presented, the team managed to garner its share of applause.

A trick-shooting routine by the Perry's was okeh. Really some spectacular stuff here.

Al Lyons and ork, with warbler Janalee Moore, rounded out the show.

Flicker was *The Adventures of Jane Arden*.

Biz good. Dean Owen.

Circle, Indianapolis

(Reviewed Friday Afternoon, April 21)

A compact show that is strong on cheerfulness holds sway at the Circle, where Al Donahue and orchestra are playing. The band manages to pack in a lot of music before the lights, and the music is all played zestfully.

The band's numbers include a swell arrangement of *Alexander's Ragtime Band*, *Begin the Beguine*, *Deep Purple*

A Tip to SMART AGENTS and BOOKERS

• Get hot leads for band and act engagements from the list of outstanding fairs and events appearing in *The Billboard* the last issue of each month.

• Read the Fairs and other Outdoor Departments regularly. Outdoor spots are using more bands and acts now than ever before.

and *My Heart Belongs to Daddy*. The playing is not confined solely to the whole band, several numbers and choruses being taken by a trumpet trio (very good), a clarinet and saxophone quartet, as well as trombone and drum soloists. Just about every section of the band gets its ear into a spirited revival of *St. Louis Blues*.

In the chief supporting spot is Judy Canova, her sister Anne and brother Zeke. They made a big splash with their synthetic hillbilly nonsense and music, with Judy winning a great hand for her amusing yodeling and trills. The act, however, appears for too brief a time.

Duke McHale, dancer, pleases with a routine of clever dancing, and Paula Kelly, band's vocalist, is heard in several pleasing spots.

Theater was not-too-well filled at first show. Pix was *The Lady's From Kentucky*. H. Kenney.

Marti, Havana

(Reviewed Thursday Evening, April 13)

The Cuban impresario, E. Velasco, is putting on a lively show here, one of the few houses that have not gone over to pictures.

He presents a three-hour show. Prices run from 40 to 60 cents. The last show starts at 10:30 p.m. and runs till almost 1 a.m., with a 15-minute interval.

There is a good 12-piece Cuban orchestra, which helps enliven the proceedings quite a little.

There are a number of good sketches, in which a chorus of 12 American girls takes an active part. Some of them were of the former *Bouche* show, which folded in Havana some weeks ago.

Lu Ann Meredith, an attractive blonde, does a nice song and dance and also takes a leading part in the show. Redford and Wallace, who were also in the *Bouche* show, do a sleight of hand and juggling act. Elva Valladras, a sinuous Cuban girl, does a clever muscle dance, Cuban style, which merited large applause. Sylvio and Melva do some fancy dancing. Paquita Dominguez, a Spanish dancer with castanets, sings typical Spanish songs. There is a chorus of eight Cuban and eight American girls, who work together. L. Maclean Beers.

Talent Agencies

LEO SALKIN, veteran booker, joined the William Morris Office, Chicago, as head of a club date department. Manager Morris Silver states that he is an addition to the local staff and will lead a drive for convention and party bookings. . . . WILLIAM MILLER left New York for San Francisco Friday to look around for deals at the Golden Gate Exposition. Agency already booked Everett Marshall for the Shubert *Ziegfeld Follies*. Expects to be gone a month. . . . BOBBY SANFORD, New York floor show producer, is back in his office after a knee operation. . . . BOBBY SELBERG, Portland, Me., is booking attractions into 10 theaters, five ballrooms, two clubs and two hotels. . . . EDDIE SUEZ, Philadelphia, says he is booking Palumbo's Res-

taurant, College Inn, Viking Cafe, Open Door, Dutkins' Rathskeller, Crescent Inn, Red Hill Inn, Morrow Club and the CCC Club. . . . CHARLES TUCKER, London agent, arrives in U. S. next month on another buying expedition. Will reach Chicago May 12.

DAVID P. O'MALLEY, Chicago, is now booking the Brooklyn Club, East St. Louis, Ill., which is changing shows every two weeks. Current bill has Don and Sally Jennings, Dick Ware and Barbara Long.

Strike Holds Back Mexico City Dates

CHICAGO, April 22.—A city-wide waiters' strike tied up night club activity in Mexico City, according to a report from A. Castro, agent there, to the local Consolidated Radio Artists' office. Castro, thru Ben Zucker, of CRA, bought Marie Kuhlman's line of girls last week and just informed the office that the opening date will have to await the settlement of the strike.

Line is scheduled to play the Folies Bergere Theater and to double in the El Patio Club. Acts booked here pay their own transportation to the border and from there on are paid by Castro, who also makes arrangements for the required bonds. In addition to girls, Castro also buys United States acts using little or no talk.

Held Over at Grand Rapids

GRAND RAPIDS, Mich., April 22.—Wayne Kennon, xylophonist, hung up a record at Club 21 here when he was kept over from a one-week engagement into a sixth week. Jack Hampton and seven-piece band play at club. Three or four acts are booked weekly.

Alliance, O., Wants Units

ALLIANCE, O., April 24. — Columbia here, which has been adhering to straight film policy for several months, is playing occasional stage shows with much success, says Ray S. Wallace, managing director.

Rogers, Miller Claim Circuit Killed Vaude

NEW YORK, April 22.—Al Rogers and Bill Miller, bookers for the Rivera, Brooklyn, which discontinues vaude this week, have conferred with their attorneys on possible suit against operator Sam Cocalis and the Randforce Circuit, which is reported taking over the theater to wipe it out of competition with its Savoy, Utica, Congress, Empress and Carroll.

Matter became complicated, tho, with sudden death today of Cocalis. Rogers and Miller had percentage agreement with the theater and say they are unable to figure out why flesh policy is being blocked.

Bookers' second Brooklyn house, the Shubert, which they operate themselves, may close soon, too. Thus far house has reported a loss of \$5,200 since its opening April 8. The first three days it sustained a loss of \$1,200. Only thing that can save it now, bookers claim, would be concession from the stagehand and musician unions. Large investment expenses are over, Miller and Rogers claim, calculating that the loss from now on would be about \$400 weekly. If halved they claim they'd be willing to go along until hoped-for World's Fair trade helped business. Conferences with unions were scheduled for the week-end.

It has been reported that the Randforce Circuit paid Cocalis \$60,000 to close his vaude policy for five years.

Brandt Plans 2 More in the Fall

NEW YORK, April 22.—Brandt Circuit says it has definitely decided to use flesh at the Windsor, Bronx, beginning next fall. Carlton, Jamaica, according to the Brandt office, is also a possibility.

Policy at the Windsor, both as to attractions and price scale, will be essentially the same as that prevailing at the Flatbush, Brandt house in Brooklyn.

THE WASHINGTON POST, SATURDAY, APRIL 15, 1939

Nelson B. Bell About the Showshops

Dave Apollon's "Varieties" Revue "Steals the Show" at Loew's Capitol

Every Act a Hit

in view of Sonja Henie's priority in the field of comedy-romance on ice, it must be said that DAVE APOLLON'S "Varieties of 1939" revue, on the stage, constitutes a more potent item of entertainment at Loew's Capitol Theatre this week than Metro-Goldwyn-Mayer's screen production of "The Ice Follies of 1939."

It is quite a show that MR. APOLLON has brought to Washington for the current week on F street. His revue is packed tight with talent—his own being by no means the least—and there is a band on the stage that will practically knock your ears off! This impressive group of instrumentalists represents a neat welding of the Capitol's regular pit orchestra and Apollon's Chez Paris Orchestra into an imposing unit that has been skillfully balanced in the matter of instrumentation. For once, there are enough strings to counterbalance the brasses and the effect is what anyone might reasonably expect from some 40 or more top musicians working at their best. It more or less brought back the days when the Capitol boasted a 50-piece orchestra of its own,

under the gold-plated aegis of Meyer Davis. Many Topline Acts

But the band was only the background of a revue that presented many highly gifted performers. The Six Honeys, three men and three girls, ostensibly brothers and sisters, open the proceedings with acrobatic dancing and gymnastic feats that are tops in their class. APOLLON, of course, acts as master of ceremonies for the whole thing and introduces some of his distinguished mandolining and Russian dancing—the fellow can whorl more without getting dizzy than anyone who comes to mind—and during the course of his activities introduces Tommy Trent, with his Punch and Judy show; Mildred Law, a tap dancer of the first rank; Henry Morton, "Dave's brother, Ivan," an inimitable comedian; Melissa Mason, the amazingly clever eccentric dancer; the Three Oxford Boys, whose orchestral impressions are in a class by themselves—especially since it is all vocal, save for one guitar—and Ruth Petty, that ebullient, young, miniature Mae West, who could raise the roof with her voice if she cared to, but is content merely to raise the customers right out of their chairs!

This Week—PARAMOUNT, Atlanta, Ga.

Next Week—PANTAGES, Birmingham, Ala.

Week May 5—Youngstown and Akron.

Direction BERNARD BURKE, 22 W. 48th St., New York

McNALLY'S BULLETIN No. 20

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY

15 Monologues, 7 Acts for Two Males, 7 Acts for Male and Female, 18 Parodies, Ventriloquist Act, Female Act, Trio, Quartet and Dance Specialty, Tab and Burlesque, 16 Minstrel First-Parts, Overtures and Finale, 48 Monobits, Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags. Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17, 19 and 20 for \$4.50, with money-back Guarantee.

WM. McNALLY
81 East 125th Street, New York

UNITS WANTED

of 7 to 9 persons, with a line of Girls preferred. Club seats 400, with elevated lighted stage. Guarantee or work on the gate receipts. Engagements for one week or longer, depending on drawing powers. Write

THE TORCH CLUB
Canton-Massillon Rd., or Call Canton 4272.
Canton, Ohio.

WANTED SINGERS-DANCERS-SPECIALTY ACTS

For "All Girl Review" Chicago Engagement State age, qualifications, experience and salary expected. BOX 382, Billboard, Chicago.

AFA, Theater Authority in Rift on Okeing Benefits

CHICAGO, April 22.—Guy Magley, local American Federation of Actors rep, says that henceforth all benefits in this area calling for free services of acts will have to be okeed by the AFA before any member will be given permission to perform. Heretofore, the clearance of a benefit by Max Halperin, of Theater Authority, reported thru individual letters to local performer unions, served as a final okeh.

Rift between the AFA and TA was climaxed Monday when Magley ordered acts not to appear gratis at the Gabby Hartnett testimonial dinner at the Stevens, altho cleared by Halperin. TA office long-distanced AFA's Executive Secretary Ralph Whitehead, explaining that the profits of the affair will go to Monty Stratton, baseball player who lost his leg last year; but Magley argued that acts should not be obligated to donate services at a dinner which was open to the public at \$3.30 per plate. Hartnett, manager of the Chicago Cubs, was also given a free automobile, radio and shotgun.

According to Magley, he ordered the involved acts to demand payment. The few that appeared were paid the minimum or more, but most headliners invited to work after checking with the AFA office, did not show up.

An earlier run-in between the AFA and TA was during Metro and Warner Bros.' sales conventions that paid for their banquet music but not for the acts. AFA claims that the TA office cleared these affairs and that there was no reason why performers should entertain free visiting movie salesmen.

A regulation is now being shaped that will bind the AFA to okeh only those benefits that have been passed on by James Petrillo, of the musicians' union,

Regulation will also read that any affair that pays musicians must also pay acts.

NEW YORK, April 22.—Alan Corelli, executive secretary of Theater Authority, upheld actions of Max Halperin, TA rep in Chicago, in okeing benefit for Monty Stratton and testimonial dinner for Gabby Hartnett, baseball celebrities.

AFA's argument that dinner was not entitled to clearance because it was open to public at \$3.30 a head, he contended, was lame in that arrangement merely indicated public subscription, and that none of the moneys collected were to go to pay for the gifts tendered Hartnett. Corelli maintains that Chicago benefit clean-up is suffering from personal differences between AFA and TA reps. He argues further that only Lou Holtz and Cross and Dunn had been asked to appear free, and that Magley overstepped his province by warning night club and vaude performers not to appear.

Whitehead said today that there must be some "misunderstanding" in Magley's statement that the Chicago AFA branch will okeh only benefits okeed by the musicians' local. Whitehead says the AFA, as a member of TA, is bound to co-operate with TA, but insists this agreement applies only to "pure benefits and not to commercial shows that put actors out of jobs." He insists that the Chicago baseball dinner was not a "real benefit."

Whitehead adds that when he was in Los Angeles last year he discovered that the Victor Hugo Cafe was giving free shows with the okeh of the L. A. branch of TA, which got a cut of the take. Whitehead says he protested to the TA, which later rescinded its okeh and that now "the acts are being paid."

New-Style "Jam" Session

CHICAGO, April 22.—Mike Potson, operator of Colosimo's, held a "jam night" last week.

But it wasn't the usual jam session expected from the band or visiting musicians. Instead Mike distributed among the customers some of the jam he brought over from Greece early this year.

Rimacs Hypo Benny The Bum, Philly

PHILADELPHIA, April 22.—Because the Rimacs have lifted Benny the Bum's out of the red, the policy of the spot has been changed and the place will be converted into a club with a Latin American atmosphere.

The spot is now doing nearly capacity biz after months of hard sledding. The stiff competition from the Walton Roof, which has been employing top-price talent, is the reason for the policy change. The Rimacs settled there April 13 and will be asked to linger until their future commitments come due.

Burly Houses, BAA Tangle on Salary Claims

NEW YORK, April 22.—Dispute between local burlesque houses and performers over pay for extra shows during the Christmas-New Year season just past will come before City Censor John F. X. Masterson Thursday for settlement. Operators and the Brother Artists' Association, representing the performers, were to have met yesterday, but all the managers couldn't make it.

Basic agreement awards casts the one-fourteenth rate for extra shows. By order of the censor contract was made retroactive to include the past holiday season. The payments were slow, all chorus members in the local theaters have obtained their extra moneys. Managements claim they also paid the principals, but the performers deny it. Issue may only be a technical bookkeeping matter, Masterson ventured.

Efforts to regain title of burlesque during the World's Fair are "still efforts," Masterson said.

Burlesque Notes

(Communications to New York Office)

New York:

BOB TAYLOR and Honey Bee Kellar, of the Republic, are entertaining the former's ma, Mrs. Gussie Taub, here for the first time in four years from her home in Los Angeles, at the Taylor-Kellar domicile. . . . MARGIE KELLY was a new addition to the Continental's reopening cast April 21. . . . EDDIE LYNCH'S parade girls at the Continental include June Tower, Dorothy Lane, Joan Raye, Madeline Travers, Lillian Losey, Kitty Forgette, Peggy Strand, Ann Hoffman and Hazel Paxton. Substitutes are Gertrude Mann, Elaine de Roblas and Dorothy Forgette. The Lynch dancers comprise Rita Raye, captain; Thor Tone, Sylvia Gordon, Betty Olsen, Fern Turner, Peggy O'Day, Betty King, Clair Gaynor, Marcelle Gould, Helen Frank, Maralyn Davis and June Dennison. Backstage manager, also taking part in scenes, is Harry Rose. . . . MILT BRONSON, stage manager and character man, double-celebrated a birthday and his 35th week of stay at the Gaiety April 20. . . . GUS SCHILLING, comic, replaced Lou Black at the Republic April 21. Other new principals were Isabelle Brown and the Moran Brothers.

DAVE COHN, booker, is on an auto tour of the Western burly houses after new talent for the East. Al LeRoy is his companion. Was in Detroit and Chicago last week. . . . LOUISE ROGERS is making her second tour of the Hirst circuit. . . . ART GARDNER, comic, opens in the Casino, Pittsburgh's new stock show, April 30. . . . ACTORS' FUND defrayed funeral and burial expenses of Leo (Pop) Stevens, renowned burly producer and former Dutch comic, who died in the Knickerbocker Hospital April 18. . . . CEIL VON DELL and Peaches Strange replaced Gladys Clark and Nona Martin at the Star, Brooklyn, April 21. . . . RONNIE VALOR placed by Lou Miller, of Phil Rosenberg's office, at the People's April 21.

DIANE JOHNSON, Sandra Scott and Annette Ross all set for the Empire, Newark's new stock show, April 30. . . . PHIL BRENNER, backstage chief and show supervisor at the Republic, celebrated a birthday April 17. . . . REPUBLIC'S stage underwent a face lifting for World's Fair visitors. Also the orchestra chairs. . . . LOUISE STEWART and Sahji replaced Zonia DuVal and Lee Marvel at the Gaiety April 21. Max Furman, George Murray and Alma Maiben come in May 5, and Margie Hart returns a week later. . . . JUANITA BATES (Miss St. Louis) and Georgia Sothern, new at the Eltinge April 21. Exits were Jean Mode and Cell Von Dell. . . . HAZEL PAXTON, before she became a burly performer, was a telephone operator, and Betty King, also of the Continental's chorines, was once a freak museum lecturer on Coney Island. . . . JACK LAMONT, straight man, and Lilli Dawn replaced Lew Petel and Gay Knight at the Triboro April 23, when Margie Hart relieved Sunya (Smiles)

Slane. . . . VIVIAN ROEHL became a new burly strip teaser at the Clover, Baltimore, last week. . . . DORIS WESTON opened April 23 at the Triboro and goes from there to the Eltinge the week following.

Chicago:

YVETTE, now at Fay's, Philadelphia, has offers to appear at both the San Francisco and New York fairs. . . . PATSY JOHNSON, Greenman and DeArca and Dorothy Henry in the new Rialto line-up this week. Marion Miller comes in Friday for another indefinite run. . . . DOLORES DAWN, Boo LeVon and Mae Brown opened at the Gaiety, Minneapolis, last week. . . . RED MARSHALL and Murray Leonard were booked into the Palace, Buffalo, by Milt Schuster.

From All Around:

MR. AND MRS. AL GOLDEN (Diana Logan) anticipate a blessed event some time in August. . . . MARGIE HART attracted a near-record crowd at Gaiety, Baltimore, week of April 11. It was her second stop this season at the theater in which she began her career. . . . GUIDO AND EVA, dance team, are currently touring for Hirst. . . . HARRY LEVINE was due to open stock at Capitol, Toledo, this week. . . . JUNE ST. CLAIR is booked as added attraction this week at Gaiety, Baltimore. . . . JACKIE CHURCH, Hirst chorine, is vacationing for several weeks in Baltimore. . . . JESS MACK has been signed to handle the stage for the summer at the Globe, Atlantic City, where the policy will be the same as last year. . . . BILLY (CHEESE AND CRACKERS) HAGEN and family are scheduled for a motor trip to Frisco following season's close to visit his parents and see the fair.

VAUDE GROSSES

(Continued from page 21)

into the red, nor did it make it rich. The show headlined Joan Davis. Also in it were Romo Vincent, the Six Grays, Helen Reynolds, Jack Powell and Si Willis.

\$\$\$ With Waring, Daley

WASHINGTON.—Fred Waring, playing Loew's Capitol week ending April 13, jumped the gross way up to \$24,300, as against average of \$16,500. Pic, *Girls in White*.

Warners' Earle, with Cass Daley, jumped its gross to \$22,400, compared with average of \$16,000 during the same period. Pic was *Dodge City*.

Para Dives to 7G's

LOS ANGELES.—Paramount did a Brodie for week ending April 12, Eddie Stanley and Fanchon & Marco Revue walking off with only seven grand, compared with house average of \$18,000. Pic, *I'm From Missouri*. Previous week Para was also considerably below average with a \$13,000 gross for its F&M stage show and pic, *Midnight*.

Keith's \$9,600

BOSTON.—RKO Keith, with the Kitaros, Kampus Kapers, Vox and Walters, Buck and Bubbles, Richards Adrian Co. and Mallin and Thomas, grossed \$9,600, compared with average of \$8,100. Vaude played five days, with *Gunga Din* and a Disney review featured two days and *Mystery Plane* and *Trouble in Sundown*, along with the vaude, for five.

Fox Up With Treacher

DETROIT.—Arthur Treacher, heading the stage show, plus *The Little Princess*, did a good \$22,250 at the Fox for week

ending April 13. House average is \$20,000.

RKO Cleveland Holds Up

CLEVELAND.—RKO Palace hit its average gross of \$15,000 on the nose with Gracie Barrie heading the stage show week ending April 14. Pic, *East Side of Heaven*.

BAA Collects at People's

NEW YORK, April 22.—People's Theater was closed a half a day Monday by the Brother Artists' Association to force management to pay off the casts. Squabble among Martin Berg; John Miccio and wife, Babe Cummings, and individual grabs on the funds tied up the pay roll. When union stepped in operators had to pony up whole day, BAA acting as paymaster. Dispute settled, with John Miccio exiting from the management, according to BAA. Control now in hands of the missus.

Hirst Circuit Changes

NEW YORK, April 22.—Casino, Pittsburgh, and Empire, Newark, change from circuit to stock shows April 30. Allentown and Reading finish the season May 9. Binder and Rosen show closes on the one-nighters April 25. The Bob Ferguson show likewise in Philadelphia April 29 and the Hagen show in Allentown May 9. Zonia DuVal extra attractions in Newark April 23 week. Paul Miller opened in Boston yesterday.

Stock Line for Jaffee

PITTSBURGH, April 22.—George Jaffee will install a house line of 16 girls as a fixture for an indefinite period, beginning with the show of May 1 at the Casino. Principals will be tourers, with costumes and scenery changed weekly, manager Ed Shafer says.



1270 SIXTH AVENUE
RADIO CITY • NEW YORK

PEARL MYLIE
FAST STRIPS — SINGING
DANCING — TALKING
En Tour HIRST CIRCUIT.
Direction: PHIL ROSENBERG

WANTED CHORUS GIRLS FOR STOCK.
CASINO THEATRE
PITTSBURGH, PA.
PERMANENT CHORUS
Opens Sunday, April 30.
Wire Immediately.
GEO. JAFFE

CHORUS GIRLS
Salary \$20.00. No Matinees except Sunday. Also Burlesque People in all lines. Write or wire
JACK KANE
Grand Theatre, Youngstown, Ohio.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

MYSTERIOUS SMITH and wife, Mme. Olga, have returned to their home in Warrenville, Ill., to remain until August, after winding up a 32-week route thru the South. Smith, now enjoying his 40th year as a magician, says the season just ended was the best he has had in five years. . . . JACK GWYNNE, currently at the Neil House, Columbus, O., will be seen soon again in the Cincinnati area. He is entertaining offers from the Beverly Hills Country Club, Newport, Ky., and a leading downtown Cincy hotel. . . . CHANDA is now with the Downie Bros.' Circus, serving as inside lecturer on the side show and presenting his magic, assisted by Zeella. . . . RUSSELL DRACKEN is still holding forth at the Whirling Top, New York, where he opened June 28 last. . . . HARRY HUNSINGER, after a season in Eastern night haunts, is fooling the natives of Arkansas with the Lee Levant Show. . . . BILLY STILES (Wassaw the Magician), who presented his combo magic-mental turn thru Kentucky and Tennessee the past winter, has retired to his farm in Burns, Tenn., for a three weeks' rest preparatory to starting out under canvas. . . . INDIANA SOCIETY of Magicians will stage its annual magic show and get-together at Keith's Theater, Indianapolis, Friday night, April 28. . . . TUCKER KEY and Anita are winding up a fortnight's stay at the Heidelberg Hotel, Jackson, Miss. Key is featuring thimbles and the rabbit vanish. . . . LESTER LAKE (Marvel) was a visitor at the desk last Thursday, accompanied by his attractive assistant. Lake is taking a brief layoff between his home in New Trenton, Ind., and Cincinnati after winding up a string of Ohio dates for Ernie Creech of the Sun office. . . . PAUL STADELMAN, Hopkinsville, Ky., magician and ventriloquist, and his dummy, Windy Higgins, have just concluded a 36-week tour of Southern theaters under sponsorship of Acme Mills. After a brief layoff, Stadelman will start out again to work return dates thru Kentucky. . . . RAY-MOND is in his sixth week with the John R. Van Arnam Funmakers tent show. In addition to his magic in the main show, Ray-Mond is working in the concert as Rajah Ramo, the "Man of Experience."

BUD HUGHES, magic and novelty entertainer with the Abe Lyman orchestra unit, was a guest of the Youngstown (O.) Magic Club while playing the Palace Theater, that city, recently. Charles A. Leedy, humor columnist of *The Youngstown Vindicator-Telegram*, is president of the local magic org. . . . BIRCH THE MAGICIAN made a grand impression with the Baton Rouge, La., Kiwanis Club members during his recent appearance there and netted \$525 for the club's underprivileged children's fund. And you should see the pip of a recommendation the club sent out on the Birch performance. Birch is now showing in Missouri. . . . CRAWFORD THE MAGICIAN was held over a second

WANTED AT ONCE!
MIND READING or CODE ACTS
Write BRUCE KING COMPANY,
33 West 60th Street, New York, N. Y.
Bebe Stanton Communicate.

NOTICE
CONTESTANTS
Opening Thursday, May 4, on
Fairgrounds, Mt. Vernon, Ill.
Virgin spot, oil boom, two broadcasts
daily. New outfit, modern accommo-
dations. Two spots to follow. Will
take care of you on arrival. Come
to headquarters
SAVOY HOTEL, DANVILLE, ILL.
All last season's kids, come, Wel-
come all newcomers. No trans-
portation or collect wires. Com-
municate
ILLINOIS AMUSEMENT CO.
ZEKE YOUNGBLOOD, Manager
Mount Vernon, Ill.

week recently at the Million-Dollar Theater, Los Angeles. His chief click is the nifty of shooting a girl from a cannon thru a screen and into a trunk. . . . LE PAUL has just concluded a hold-over engagement at the Golden Gate Theater, San Francisco. . . . HARRY WONG, Chinese magician, after a fair winter season in and around Los Angeles, has joined up with Hilderbrand's United Shows, where he features a string of illusions under a 130-foot top with 14 separate stages. Illusion show roster comprises 15 people. Wong formerly worked under the name of Harrie. . . . HEANEY THE MAGICIAN is at his headquarters in Oshkosh, Wis., preparing his rag opera for the new season. . . . CROWEL, president of the Houdini Club of Philadelphia, refutes the claim made here recently by L. O. Gunn of being the first American magish to make a television broadcast. Gunn performed his sight-casting stunt March 30 last. Writing under date of April 12, Crowel says: "On January 6, 1939, I presented a standard routine for RCA over its Camden, N. J., television studio, running 15 minutes and comprising the torn and restored laundry check, 20th century silks, giant card routine, passe-passe bottle and glass, phantom tube and others. I had an idea that I wasn't the first magician to televize, so made no statement to that effect. Frazee made mention of my television work in his column in the February issue of *The Sphinx*." . . . CHARLES RUBENS, of Duluth, Minn., posts from Chicago on the same subject: "Regarding the claim to being the first magician to appear on television, let me say that I appeared on television from this city four years ago from the Boston Store Auditorium, State and Malden. Also, I do not claim to be the first magish to appear on television. Would be interested in reading more information on the subject."

SUGAR'S DOMINO

(Continued from page 4)

receiving the advantage of the best possible guidance. Today the booker meets more than his match in the lawyer-manager. The booker must play a different kind of a game. If he is essentially honest and of high caliber he doesn't mind too much, but he possibly

bemoans the fact, deep inside of him, that personal managers have become such titans of intelligence. If he is a chiseler at heart he swallows the bitter pill and maybe lulls himself to sleep after troublous days by praying to his version of the Almighty that something unmentionable should happen to all lawyers, particularly those who are involved in the band booking business.

There is no doubt, of course, that the lawyer-managers are a boon to their clients and a constructive force in the band business. But there is some question in our mind as to whether several that we know about are doing quite the right thing in the matter of obtaining clients. We understand that one ambitious member of the bar skillfully worms his way into the picture when a band is in some legal difficulty. He volunteers to help the band and doesn't even exact a fee, but he holds out for a reward of far greater value intrinsically. His proposition is very simple. He merely wants to handle the band exclusively—both as lawyer and manager. He wants no fees; no retainers. Just a piece of the band. This is quite all right in a literal business sense. A business man is expected to drive the hardest bargain possible. But we wonder how such practice would be regarded by the bar associations. Maybe it is unnecessary to wonder because we find an increasing tendency on the part of attorneys who are delving deeply into the booking business to wrap up their shingles in old copies of *The Billboard* and forget about their law practice until some day in the distant future when they grow tired of managing baton wielders and want to settle down to the enviable existence of an attorney who doesn't have to worry about where his next dollar is coming from.

Regardless of the few wrong guys and phonies that manage to creep into every business and profession, the attorney as a class has done much in the short time since he attained a dominant position to help the band business. We hope that he will exert his influence to eradicate many of the evils that still exist and concerning which we have written on numerous occasions.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Ross Contest Big Success; Collins-Boyd in Win Slot

CINCINNATI, April 22.—Hal J. Ross Walkathon in Dayton, Ky., near here, came to a whirlwind wind-up April 16, with a run of 60 days, the longest contest Ross has ever promoted. Show started off with a bang and maintained that pace thruout, playing several nights of the turn-away variety. Overflowing crowds closing night necessitated shuttering the ticket window at 7 p.m., with the house jammed to the hilt and several thousand turned away.

When the contest went into non-stop, Pee Wee Collins and Pauline Boyd hung on long enough to beat out Tuffy Tarrantino and Tillie Sweet for top honors, with Joe Van Ramm and Rella Finney taking the show spot. Jack (Dead Pan) Kelly and Jo Jo Hitt were fourth.

BILLY AND BILLIE CURTS, in regard to inquiries read in the column as to their whereabouts, postal from Abilene, Tex., where they reside, that they have been out of the game for two years and are now very much the family way. Billy and wife, the former Billie Atkins, have mixed twins, Marolyn Jayne and Billy Wayne, 15 months old. Papa is working in Abilene as a linoleum layer.

PAT CALLAHAN reports that he has been working night clubs in the Windy City the past 10 weeks and has several more dates in the offing. Pat would like to read a line here on Elaine Kinnard, Dorothy Keller, Bobby Davis, Marge Sheffield, Larry Cappel, Zeke Youngblood, Ernie Yound and Frank Major.

ELAINE KINNARD—Please send in your address. We have a bit of information for you.

BOBBIE ALLEN shoots in a few lines from way down under—Sydney, Australia—and says: "My last walkie was in Hagerstown, Md., and since then I've been out of the endurance game. I've been over here a short time, but things are picking up and I expect that I'll

go on to Hongkong. We even get *The Billboard* over here, and even if it's a little late it's still good reading. The endurance column has dwindled in size, but if some of the old gang still have a little of the tingling showmanship blood left in their hearts they should drop in a line ever so often. I'm just a little old country boy from Arkansas, but, really, I'm having a good time even if there is work attached, which doesn't give me time to get homesick." Bobby is of the opinion that a walkie could clean up plenty in Sydney. He would also like to hear from some of the old Rutu gang via *The Billboard* Letter List.

AL PAINTER, lately associated with the Hollywood Rollerdrome, is now handling the Long Beach (Calif.) Walkathon for Charley Walpert, who sent the Bakersfield, Calif., show down intact, when he left to join the West Coast Amusement Co. Sid Graumann is the managing director of the Hollywood Bowl skating derby.

THOMAS GARDNER, contestant, is currently sojourning in Massillon, O., waiting for a new show to crack somewhere in the territory.

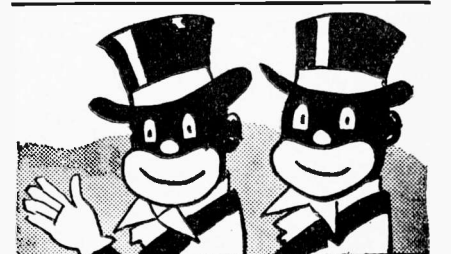
Minstrelsy

By BOB EMMET
(Cincinnati Office)

AL TINT writes: "As for Leon Daughters' remark about my age, when Leon and I were on Vogel's Minstrels in 1917 (rehearsals at Mt. Gilead, O.) I was eligible for draft in the World War. Leon was older than I and not eligible for draft. So the old war horse must be older than I. When I was a boy of four my father took me in his arms to see the Thatcher, Primrose & West Minstrels. If I remember right, Leon is five years older than I. How about it, Daughters?"

BOB KENNEDY and Scott Ubach, who toured the Gus Sun Circuit 25 years ago in a blackface act, are members of the Eagles Club Minstrels who will present an old-time minstrel at the club's auditorium in Akron, O., May 5 and 6. Jim Brown, another oldtimer in minstrelsy, has resurrected his tap shoes for a dance specialty. A chorus of 40 voices and numerous specialties round out the program. Tom Kelly, of Goodyear, active in Friars' Club affairs for 15 years, is directing rehearsals.

SILAS GREEN SHOW, after six weeks' vacation, reopened at the Auditorium in Savannah, Ga., April 10. Charles Collier continues as owner, as show is staged this year by Charlie Davis. Among the acts are "Peg Leg" Jefferson, the Three Nit Wits, Gaines Brothers, "Jazz Lips" Richardson, Princess White, Lasses Brown, Billy Mills, Riley Randolph, Ford Wiggins and Charlie Morton Jr. In the femme contingent are Vera Wong Gaines, Elsie Shavers, Myrtle Watts, Marion Griffin, Goldlee Morton, Sarah Bennett, Beatrice Strickland, Pauline Griffin, Paulita Hudson, Anna Blatch, Helen Randall, Velma Thomas, Ethel Hill and Thelma Bailey. Musicians are Edward Washington, A. D. King, William Harris, George Scott, Hillard Witherspoon, O. W. Mason, Earl Jones, Julius Fields, T. H. Jones, "Pee Wee" Carter, William Bryant, Julius Stroud, Johnnie Blatch, Edgar Ealey, Oscar Lowe, Richard Poore, Fred Durrah, Nathan Belvin, Charlie Rue and Bob Gant.



AMERICA'S SNAPPIEST Minstrel Shows

Unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Chorus, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.
T. S. DENISON & CO.
203 N. Wabash Ave. Dept. 150, Chicago, Ill.

WALKATHON OPENING

Saturday, May 6—Centralla, Ill.

CONTESTANTS
All who know me and others interested in walking in a good show in the heart of the Oil Boom, write at once Gen. Del. Eddie Brown, Ernie Steel, Billie Cain, Frankie Strauss, Cliff Shaw if not working wire care Western Union.
KAY KORKY

RED LEINEN—AL. RAUER
WALKATHON
Opening May 4th
ST. LOUIS, MO.

HURRY

THIS WILL BE THE BIGGEST SHOW OF THE YEAR
UP TO \$1,500.00 IN PRIZE MONEY—LOTS OF SPONSORS.
TEAMS THAT CAN ENTERTAIN, HAVE GOOD WARDROBE AND POSSESS SHOWMANSHIP WILL MAKE PLENTY OF MONEY.
Contestants, Emsees, Judges, Trainers, Nurses knowing us, write. Other spots to follow. No collect telegrams accepted.
All address LEINEN AND RAUER, 6515 Easton Ave., St. Louis, Missouri.

Gus Sun-Showman 50 Years

GUS SUN, head of the booking agency bearing his name, who on April 29 celebrates his 50th anniversary in show business and whose likeness adorns the front cover of this issue, began his career in 1889 as a circus juggler and became successively circus owner, vaudeville trouper, Indian medicine show impresario, head of his own minstrel troupe, owner of a dozen shows, as many theaters and—most outstanding—the man who gave scores of the present-day stars of radio, stage and screen their professional starts thru his booking offices.

And he is still going, for the Gus Sun agency continues as one of the largest and oldest general booking offices in the country, routing tab units and vaudeville acts into houses in Eastern, Southern and Midwestern States, booking State and county fairs and other outdoor spots and many niteries thruout the Midwest. All of which qualifies Gus Sun as one of the big shots in the amusement world—a position he has earned by hard work, enthusiasm and extraordinary showmanship.

Sun and Ford Split Honors

Gus Sun didn't get many lucky breaks as a youth in his home town of Toledo, O. In fact, his is a Horatio Alger story if ever there was one; typifying in a striking manner the opportunities America and American show business offer those qualified to make the grade.

Gus Sun and Henry Ford shared one distinction in common during the first quarter of the century. It was a question whether Ford cars or the Sun Time drew more razberries in the comic mags of the period and from the wits in Keith and Orpheum vaude houses.

Nevertheless, as many in show business today will testify, there was a degree of economic security on the Sun Circuit—even tho the pay was not always tops—that was not possible elsewhere in the American amusement world then or since.

For in the heyday of vaude Gus Sun was booking nearly a thousand acts weekly into nearly 300 houses from Coast to Coast, which meant approximately two years of steady work, even with the split week which Sun started and popularized.

Breaks In as Juggler

Gus Sun's parents were German immigrants named Klotz, who operated a small hotel in Toledo, where Gus added his bit to the family income by selling papers after school in front of the old Wheeler Opera House on St. Clair street. Gus' father died when the boy was 4, and when he rounded into 13 Mama Klotz thought it was time her son was learning a trade. He began in a tinshop, drawing down the princely sum of 15 cents a day for 10 hours' work. Alger never bettered that!

It wasn't long, however, before Gus was lured away from tinsmithing by the

That Gus Sun could juggle words as well as lamps and plates is clearly indicated by much of the publicity on the Sun Bros.' circus he got into small-town newspapers. Here is one of these classics:

PAPA, CAN I GO?

"The Sun Bros. are down on the bills for a colossal exhibition under canvas at the showgrounds east of the square Monday and Tuesday and Tuesday matinee. It is said there will be tumblers, iron-jawed wonders, clowns, acrobats and gymbats. The bills say it will be mighty, moral and meritorious, but do not leave out the comma."

After being hypnotized by that masterpiece the natives automatically stepped up to the b. o. in vast numbers. Which was to be expected when the proprietors advertised themselves with becoming modesty as "the acknowledged champions, greatest jugglers and equilibrists, manipulators and inventors of this truly scientific performance."

Even tho the English might be slightly mixed by the editor, the readers very evidently appreciated the unusual opportunities afforded by the circus for a most pleasant hour of "high-class entertainment."

Founder and Head of Sun Booking Agency Began Show Career as a Juggler

By EDGAR C. HANFORD

substantial increase in pay to 10 cents an hour as an apprentice machinist in the plant of the Singer Sewing Machine Co., Toledo, where he remained six years.

Gus' lucky break came when he was 16. It was in the form of an itinerant juggler who was broke and hungry and whom Mama Klotz took in as a handy man. Soon the four Klotz boys—John, George, Gus and Pete—were proving apt pupils of the old juggler and quickly they took their places beside the singers, dancers and reciters who made up the amateur talent for the lodge, church and club shows of the period in Toledo.

As their popularity increased the boys found the use of the family name confusing to their public, but the problem was solved quite satisfactorily by each assuming a different surname. Thus they became known as John Star, George Sun, Gus Sun and Pete Fun respectively, altho they used the names so inter-

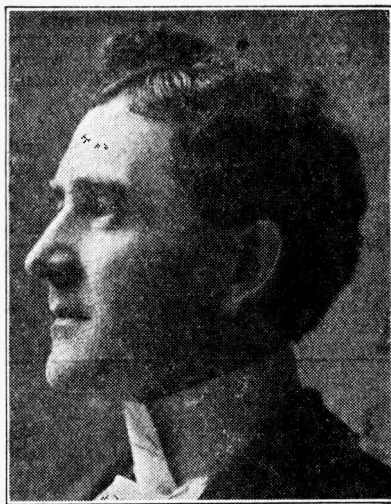
ment had been hauled away during the night; under the circumstances, a quite common practice of the day.

Returning to his rooming house, Gus found a note from Summerville asking the juggler to report at an address in St. Louis, toward which the weary horses were then headed. Gus complied, to find a new junior partner, the discouraged Mr. Lee having been replaced by a Mr. Fry. But that didn't help the situation, for St. Louis also proved inhospitable. So after a few weeks the wagon loads of equipment again disappeared into the night. Instead of following Gus took himself and his act into the Midwest variety houses; of course, acting as his own booker, as was then necessary.

Sun Bros. Circus Is Born

After a season with the Sells-Foley Circus, during which he became treasurer and general manager as well as juggler, Gus and his brothers organized the Sun Bros.' Great United Shows and Trained Animal Exhibition, a swell name indeed for the 50-foot round top and such equipment as could be bought for \$250, their combined capital.

But they did justify the name in a small way, for they had a sad-appearing



GUS SUN as the young impresario. Photo was taken shortly after he launched the Gus Sun Booking Agency in Hamilton, O., back in 1906.

changeably that but few in their audiences knew exactly which of the brothers was performing.

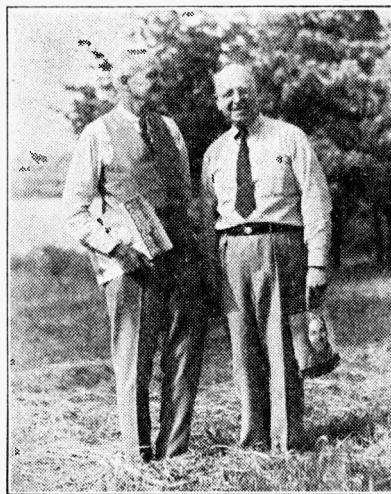
Makes Pro Bow With Circus

A combination of spring fever and the wanderlust in that April of 1889 led Gus to answer an advertisement in *The New York Clipper*. The Summerville & Lee Circus would open in Chicago on April 29 and it could use "several high-class acts"; also, "all performers must have 28-inch trunks or smaller."

A few days later Gus was ordered to report to the lot on Milwaukee avenue, Chicago, where the show was in rehearsal, and that evening the gangling 20-year-old youth boarded a day coach with his costume and paraphernalia in a satchel. He was to draw \$15 weekly, out of which he was to pay his expenses and provide his equipment. But that wasn't so difficult, for room and board totaled \$1 a day, and other expenses were proportionately low.

Like so many of its contemporaries of a half century ago, the Summerville & Lee Circus was a one-ring affair with 50 performers, including musicians, but with no animals excepting the horses needed to pull the several wagon loads of seats and other equipment. The round top might be pitched on any convenient lot, where it would remain so long as sufficient cash customers appeared and then move on to another district.

With good business the show might remain in and about a city the size of Chicago for an entire season, but business was a flop that spring of 1889, what with rainy weather and indifference of the citizenry of Milwaukee avenue and vicinity. Which was why, about two weeks later, the performers were left "sitting on their trunks" when they arrived on the lot. The circus equip-



GUS SUN pictured with his trusty right-hand man, Bob Shaw, who now does all the worrying for the Sun organization, while Gus pursues the rigorous life of a sportsman. Photo was snapped at a recent shindig tossed by Mr. Sun for a group of theater manager friends and customers, and Gus and Bob are discussing whether to feed 'em venison or wieners. In case you don't know, Sun's foremost hobby is cooking. Where the Indians formerly smoked the pipe to display their friendship, Sun shows his love for a guy by preparing him a steak. And, from one who knows, he's a master at the culinary art—the sissy.

camel to amaze and delight small-town audiences, to whom any circus animal other than the ubiquitous horse was a strange sight indeed. With Gus and George in their juggling act as the star attraction, the Sun Bros.' circus prospered and grew until it could advertise itself as "The Largest Wagon Show on Earth" and "The Largest, Richest and Best 25-Cent Show on Earth!"

When the circus went into storage for the winter Gus took his juggling act into the variety houses or with Indian medicine troupes. As manager of Healy & Bigelow's Kickapoo Indian Medicine Troupe No. 4, one of his numerous winter-time jobs, Sun had ample opportunity to try out many of his ideas as, for instance, the staging of two shows nightly where the storerooms or lodge halls were too small for the crowds, and the Saturday night amateur show with its "genuine diamond ring" for the winner.

In these variety and medicine-show

In 1911 there was developed in the Gus Sun office one of his numerous theatrical firsts—the tabloid musical comedy, the name being quickly abbreviated to tab show. This form of stage entertainment was designed for those spots that couldn't afford the increasing cost of vaudeville. The development was simple enough. Just add two or three diversified acts to a girl unit and the result was mass entertainment at greatly reduced overhead. Morgantown, W. Va., was the tryout town for the first tab show, and its success may be gauged by the fact that 15 years later, in 1926, no less than 125 tab units were being worked out of the Sun office.

appearances Sun was billed under a variety of names as "America's Greatest Juggler and Equilibrist."

Minstrels His Next Venture

In 1898 Gus sold his interest in the circus to his brothers, George and Pete, and organized the Gus Sun American Minstrels. This was a highly profitable venture for several years and might have continued touring indefinitely had not Gus become interested in vaudeville. It was in Sacramento, Calif., that Sun met a local theater operator who was packing them in with dime vaudeville.

True, vaudeville even then was an established American institution, Benjamin Franklin Keith getting credit for opening in Boston in 1883 the first modern vaudeville house, out of which grew the vast big-time circuit with which his name was associated. But in 1904 vaudeville was available only in the larger cities and usually at \$1 or more top, which made it entirely beyond the means, both as to location and price, of millions of potential customers.

Only two years previously another new amusement medium had begun its spectacular career when the first motion picture house had been opened in Los Angeles—a prophetic event. This new medium in the following months was slowly gaining a foothold with the opening in many cities of "nickelodeons."

Introduces Combo Shows

During his travels Sun, ever the experimenter, had, of course, familiarized himself with what little there was then to know about pictures, and he determined to combine them with cheap vaudeville. Because Springfield, O., in 1904 was a city of 40,000 with but one opera house, Sun chose that town for his experiment. Thus his Orpheum, opened in October 35 years ago, was a pioneer if not the first "family theater" in the country.

But it was a theater in name only, for the experimenting Gus, unwilling to sink too much cash in so uncertain a venture, rented a small storeroom, across the back of which he nailed some boards on carpenter's horses for the stage. The red calico curtain was operated with a stout cord, and the seats were 114 kitchen chairs, rented, of course. These were not fastened to the floor, the canny Gus having arranged for their return

Not satisfied to remain at liberty during winter months when the Sun Bros.' circus was in storage, Gus Sun either took his juggling act into the nation's variety houses or appeared with one of the numerous Healy & Bigelow Indian medicine shows touring Midwest crossroads.

One season Gus was assigned to the Original Kickapoo Indian Medicine Co. No. 4, and the Sun scrapbooks reveal that "the performance was good and well worth seeing." It must have been, for one editor, Annie Oakley into the show, enthusiastically reviewed the performance in this classic paragraph:

"The ghost dance and other odd antics of P. Lo, Esq., will be found extremely amusing. Little Annie Rooney, by Running Elk, deserves to rank as 'one of the finest' of stage performances. Collins and Mandell were excellent, and no one knows better than Prof. Gus Sun how to delight a big crowd with exhibitions of the juggler's art."



GUS SUN BOOKING AGENCY

EXECUTIVE OFFICES, REGENT THEATRE BUILDING, SPRINGFIELD, OHIO

IN CHICAGO

Woods Theatre Building
GUS SUN BOOKING AGENCY



BOYLE WOOLFOLK, Mgr.

CARNIVALS When you need "knock-'em-dead" FREE ACTS for big money dates—wire us! We can save you lots of money!

MERCHANTS Contact us and save plenty of money on outstanding and sensational FREE ACTS for your city's special events!

HOTELS We book bands, acts, units and choruses for many of America's best known hotel night spots. Wire or phone us today!

IN COLUMBUS

Grand Theatre Building
GUS SUN BOOKING AGENCY



ERNIE CREECH, Mgr.

THE OLDEST AND MOST RELIABLE

ACTS Every Type of Performer and Each a Talented Entertainer—Elaborate Wardrobes! Polished Performances!

UNITS For Theatres, Banquets and Ballrooms! Every Entertainer "Doubles"—New Scenery . . . Hot Stage-Dance Bands.

FAIRS Let us Book your Grand-Stand Show and FREE ACTS! Greatest array of talent in America! We'll save you Money!

IN DETROIT

Fox Theatre Building
GUS SUN VAUDEVILLE AGENCY



J. W. TODD, Mgr.

IN SPRINGFIELD



**GUS SUN JR.
Ass't General Manager**

SHOWS We Book All Types of Shows—Legits, Musicals, Units, Band Shows for Theatres—Banquets—Ballrooms—Parks.

STAGE POLICY Our complete units, an ideal policy—it pays.

PICNICS Lodge gatherings, political confabs, etc., "put life in the party" with a well-balanced outdoors show! We got 'em!

IN PITTSBURGH

Fulton Theatre Building
GUS SUN BOOKING AGENCY



L. C. McGLAUGHLIN, Mgr.



**W. C. "BILLY" SENIOR
GENERAL ROAD REP.**

Compliments to the World's Pioneer Showman

GUS SUN 50 YEARS --MORE-- TO YOU

Thanks for 4 Great Years

with your Fine Organization from the entire personnel of the

BARKER BROS. ÷

CIRCUS AND RODEO

Manager and Owner—

BILL BLOMBERG

Says One Old Timer
To Another Old Timer

Many More Years of Deserved Success

From Your Dear Friend

HARRY BLACKSTONE

GUS SUN — We Salute You On Your
Glorious Anniversary

TEXAS JIM LEWIS
The Lone Star Cowboys

And Our Personal Manager **BEN AMES**

Compliments to GUS SUN on His
50TH ANNIVERSARY

from the
Champaign County Agricultural Society

URBANA FAIR

1889 SUCCESS — HEALTH TO GUS SUN PIONEER SHOWMAN 1939

CHARLIE ZEMATER

Congratulations GUS!
Divingly Yours

BENCH BENTUM
"Pirate Ship" Sensation

Congratulations, GUS SUN. It's my opinion you have rendered a great service to Vaudeville thru your efforts to promote new acts. May you continue the good work and enjoy good health for many years is the wish of

JIM VALDARE, Cycling Comedian.

Among numerous Gus Sun "firsts" are listed: First to book "on a wire," originator of the "collect wire," the first to book acts from photos and trade-magazine ads and the first to cancel bookings after the act's first performance.

in case the venture flopped. But it didn't flop, and only five years later Gus Sun purchased for \$100,000 in cash the building in which his first "theater" had been located.

Staging four or five acts and showing such movies as were then available, Sun packed them into his storeroom theater at 20 cents top. In fact, it became a problem to get rid of audiences so others could take their places, but Gus solved this one very neatly by introducing "chaser acts" to clear out the house.

A year later Sun opened a second house, and in rapid succession theaters in 10 other cities, in all of which the "combo show" at 20 cents or a quarter top packed them in.

Opens Booking Office
But with this expansion Sun found it impossible to secure enough acts. He had been picking them up from among his circus, minstrel and variety friends, but this supply became too limited. Then, too, other theater managers were becoming interested, with the result that at a dinner meeting in Hamilton, O., in

Bob Shaw
General Manager Gus Sun Booking Agency

BOB SHAW, back in 1905, was doing a vaude act with Harry Parker (Parker and Shaw), playing the Museum Circuit, at that time a mecca for many vaudeville turns. The team enjoyed a run at Austin & Stone's in Boston and at Huber's in Brooklyn, after which they moved into some better class vaude theaters. Parker (Bob's uncle and a very good producer) decided they could do better if they organized a trio, so they joined



BOB SHAW

1916. During hands with Shaw's brother to form the act known as the Marine Comedy Trio, later Parker, Shaw and Maxwell. In 1908 Shaw framed a tab show known as *Mr. Pitts From Pittsburgh*. He pioneered in that field and produced tab units with Billy Maxwell until that time he had played various dates for the Sun Circuit and became very friendly with George Shafer, theater operator at Wheeling, W. Va. Shafer, who at that time booked from the Sun Circuit, insisted that Bob see Mr. Sun and accordingly gave him a letter of introduction. Shaw flivvered into Springfield, O., from Pittsburgh (a two-day trip) and made an arrangement with Mr. Sun to represent the Gus Sun Circuit in Atlanta and soon after opened offices in the Third National Bank Building in that city.

Then came the war, with Bob serving overseas with the 80th Division until June, 1919. Upon his return to the United States he again organized tab units to tour the country, finally retiring from the field in 1920. He returned under the banner of Gus Sun as theater manager. He entered theater business on his own when in 1921 he purchased the Orpheum Theater, Lima, O., which he operated for five years.

Then came the talkies. Shaw sold his interests in the theater and again joined Gus Sun in his booking office. He worked on publicity, tab show booking and also did field work. Finally in 1930 he took over the management of the Sun booking office which, thru the depression, dwindled down to the main office. By hard work and the confidence Gus Sun had in theaters and outdoor show business the office struggled along and battled it thru, until today it maintains branch offices in Chicago, Detroit and Columbus, O., and affiliated offices in Pittsburgh and New York.

To a Fine Showman

GUS SUN

From a Fine Act

BEN BENO

The Man on the Chair in the Air

Compliments of

GLOBE POSTER CORP.

Chicago St. Louis

Congratulations to a Great Showman

FRED RECKLESS

Congratulations to GUS SUN on His 50th Anniversary from the

MISSING BROTHERS
Hollywood Scream Stars

CONGRATULATIONS AND BEST WISHES

PALACE AND BROAD THEATRES
Lancaster, Ohio
HARRY ABRAM

Our Congratulations

AUGLAIZE CO. FAIR ASSN.
Wapakoneta, Ohio
HARRY KAHN, Secy.

ROSS LEWIS
and the GRIMES SISTERS

Still Doing Business With the Same Old Office

Best Wishes From

MIAMI COUNTY AGRICULTURAL SOCIETY
Troy, Ohio
E. O. RITTER, Secy.

CONGRATULATIONS

HARRY CLARK
Booker
Lucas & Jenkins

To GUS SUN
Pioneer Showman from the

SHERMAN BROS.
Chester—Joe

CONGRATULATIONS

GUS SUN

the Grandest "Young" Fellow I know

ON YOUR 50th ANNIVERSARY IN SHOW BUSINESS

PHIL CHAKERES

Director and General Manager Regent-State Corp.
President Chakeres Theatres, Inc.

REGENT
Springfield
STATE
Springfield
MAJESTIC
Springfield

FAIRBANKS
Springfield
OHIO
Springfield
HIPPODROME
Springfield

PRINCESS
Springfield
XENIA
Xenia
MURPHY
Wilmington

LOGAN
Logan
COLONY
Hillsboro
BELL'S
Hillsboro

GRAND
Circleville
STATE
Greenville
VIRGINIA and
LOUVEE
Wellston

Best Wishes to
A Fine Showman
and
A Great Friend
MORRIS NELSON
Producer of Revues
Park Hotel, COLUMBUS, OHIO.

Gus Sun began booking acts into fairs and amusement parks in 1910, and this continues as one of the important departments in his agency, with State and county fairs in a score of States on the Sun books.

HAPPY BIRTHDAY
May Our Lights Reflect the Good Wishes We Have for You During This Your 50th Anniversary Year
GROVE STAGE LIGHTING CO.
245 N. 11th St. Newark, Ohio
Furnishing Complete Electrical Equipment for Sun Booked Fairs

Congratulations to GUS SUN
From the
BONTA ARABS
World's Greatest Arab
TROUPE

1906 there was created the Gus Sun Booking Agency. More than a hundred theater operators in smaller cities thru-out the Midwest quickly signed agreements to play 25-cent vaudeville if the acts were provided, and the business soon grew to a dominant position in the amusement field.

Congratulations
To a Fine Old Showman From a Fine Old Troupe
THE POWELL TROUPE

Congratulations
to My Dear Friend
GUS SUN
from
AUNT "IDY" HARPER
(MARGARET LILLIE)

It was not to be expected, of course, that the big-time vaudeville magnates would let Gus Sun walk away with profitable bookings without a battle, and a battle royal it was for nearly 20 years. A partial truce was staged for six years from 1914, when Keith and Sun had a working agreement, but this was terminated abruptly in the bitter post-war struggle to control bookings into the huge new houses springing up in virtually all cities.

TRULY AN EVENT
Congratulations and Best Wishes
A. W. JONES
RKO, CHICAGO

Best Wishes, Gus
THOMAS BURCHILL
Booker
190 N. State St., CHICAGO, ILL.

But the sagacious Gus had one important advantage in this battle of giants. His small-time circuit was close knit and compact, even tho it extended across the country. Jumps were short and inexpensive and other costs generally less in the smaller cities than in those where the big-time houses were operated.

TO GUS SUN—We Wish You
50 More Good Show Years
CUBY and SMITH
An "Uplifting 10 Minutes"
A "Sock" Act on Any Show

These factors, combined with possibilities for steady work, attracted many big names to the Sun Circuit, and this influx in talent in turn attracted scores

One of the many stars who broke in on Sun Time was a quiet young fellow who appeared in the Springfield (O.) booking office one day and said he was a comedian. Real comedians being pretty scarce theatrical property, Gus followed his custom by herding the young man into one of his numerous near-by tryout houses after they had agreed that \$25 a week would be satisfactory if the young man made good. His name was Chic Sale.

Compliments
Four **FANTINOS** Mlle. **PALMINA**

Greetings to GUS SUN

for more than fifty years
'the grand old man of show business'

WLW BOONE COUNTY JAMBOREE

"The Nation's Station"

Cincinnati, Ohio

THANKS TO GUS SUN FOR THE MANY 1939 FAIR DATES

**BEST WISHES
RENFRO VALLEY
BARN DANCE**

JOHN LAIR BILL McCLUSKEY
600 Fountain Square Building
Cincinnati, Ohio

Best Wishes to You, MR. GUS SUN
from

SENSATIONAL TOGO

Under Contract With You Again for 1939-'40

GEO. CORTELLO and CO.
AND THEIR

Hollywood Canine Stars still playing Doggie's Parts in Pictures—
Hollywood, Calif.

LAMONT'S COCKATOOS AND MACAWS

The Cleverest and Outstanding Bird Act Before the American Public. 20 in Number.
A Performance That Has Never Been Equaled. Elegantly Staged. A Real Novelty
Act for Fairs-Celebrations, Etc.

CONGRATULATIONS TO MR. GUS SUN—SUCCESS and BEST OF HEALTH

Congratulations — To My Friend

GUS SUN

"A Wonderful Showman"

"SEABEE" HAYWORTH ATTRACTIONS

TO ONE OF MY OLDEST AND BEST FRIENDS **GUS SUN**

JOHN A. SCHWALM

RIALTO—HAMILTON, OHIO

YOU'RE "GOOD" FOR ANOTHER 50, GUS!

Congratulations, GUS SUN, on Your 50th Birthday

HARMONICA BILL RUSSELL

and

HOMER "SLIM" MILLER

The Comedy Team—Renfro Valley Barn Dance

GUS SUN JR.

Assistant General Manager Gus Sun
Booking Agency

GUS SUN JR. was born just in time to furnish a name for his father's newest venture, a theater in Springfield, O., which was subsequently called the New Sun. He grew up right in the middle of a business that fascinated him even then in spite of his father's unrelenting opposition. Not that Gus Sr. ever reached for his razor strop when there was a copy of *The Billboard* handy—he was simply determined that Gus Jr. should have the advantages of a higher education that had been denied him. Then, too, Gus Sr. cherished a secret ambition to have a doctor in the family.



GUS SUN JR.

At any rate, young Gus was well on his way to becoming a medico when he suddenly discovered that in his veins surged a microbe far deadlier than any he had ever handled in a test tube. Visits with the old Sun Bros.' Circus and other contacts had all taken their toll and he realized that he was hopelessly infected with Bacillus Show Business.

Even before that time a college friend and he had broken in a radio act that had quickly won a fair amount of popularity over a Springfield station. However, when parental objections to this line of endeavor reached alarming proportions the "act" was hastily abandoned—and so another star was born and died. Or was it? It is not without some hesitation that Gus Jr. termed this particular effort an "act"—as he remembers there were two schools of thought on that point.

However, he had secured valuable broadcasting experience and naturally drifted into music, spending several seasons in that end of the business with various organizations, including the Ted Lewis band unit. His next permanent affiliation was with the Ringling Bros. and Barnum & Bailey Combined Shows, where he remained until joining the staff of the Gus Sun Booking Agency in 1934.

of independent theater operators to the Sun Time.

Split Week Sun's Idea

It was during this period that Sun developed the split week and tab show. Both became theatrical institutions, and the latter is still popular, for the Sun office last winter routed numerous tab units. As early as 1910 the Sun office was booking fairs and amusement parks, and this year more than 200 parks and fairs in a score of States are on the Sun books.

Gus Sun continues as head of his booking agency, altho spending much of

BEST WISHES

FROM

JAKE SHAPIRO

GENERAL MANAGER
TRIANGLE POSTER PTG. CO.
MAIN OFFICE
PITTSBURGH, PA.

TRIANGLE'S BEST

—By Comparison

Congratulations

Producing My
Big Musical Revues

for
The Gus Sun Circuit
SOLLIE CHILDS

CONGRATULATIONS

To the Youngest Old Man
in Show Business

MYERS BROTHERS

Chillicothe, O.

Best Wishes to

GUS SUN

from NAT WOLF

Congratulations, GUS

from

**PERU, INDIANA,
LABOR TRADES COUNCIL**

Claude McElhaney, Secy.

Congratulations

To My Old Friend

On Your 50th Anniversary
Your Pal

17 Years spent with GUS SUN
the happiest days in show business
and with the greatest show man—of today or yesterday.

ED C. PAUL

Greetings to GUS SUN

Sincerely,

BOB HICKS PAGE

314 21st Ave., Altoona, Pa.

The Aerial Skyrockets
wish GUS SUN many
more years of success

HODGINI BROS. and Sister

Doing Business With the Gus Sun Office Has Been a Pleasure

Congratulations on Your 50th Birthday

SAM ROBERTS, Booker

190 N. State St.

Chicago, Ill.

MR. SUN ★ WE GREET YOU ★ FROM THE SKY ★



THE ONE!
THE ONLY!
---THE---
ORIGINAL!
**SKY
HIGH
GIRL**

A THRILLING AERIAL
EXHIBITION OF SKILL
AND ENDURANCE,
FEATURING

BOOKED IN
LEADING
FAIRS
and
PARKS
by
GUS SUN

ONE ARM SWINGS
HIGH POLE
TRAPEZE

AND A 500-FOOT
SENSATIONAL
TEETH-SLIDE
FOR LIFE



**THE LADY
LONE EAGLE
OF THE
AIR**

SHE SMILES
AT DEATH

EVERY MOVE
EVERY TRICK
EVERY TURN

--A--
THRILL

AN AERIAL
ATTRACTION
THAT IS
"TOPS" IN
OUTDOOR
SHOWDOM

EVERYBODY'S
WORKING
THANKS!

--To--

GUS SUN



**HOLLYWOOD
THRILL-GIRLS**

BRILLIANTLY
ILLUMINATED
--OVER--

1000
BULBS USED FOR
EFFECTS

A THRILLER
YOU'LL NEVER
FORGET

SENSATIONAL
DOUBLE
RACE FOR
LIFE
FINISH

PERSONAL MANAGEMENT OF BILLY SENIOR —CONTRACTED EXCLUSIVELY WITH PIONEER GUS SUN

From One Juggler
to Another —

JUGGLER of Yesterday
Today and
Tomorrow

Billy and Margie
DE ARMO

his time fishing in Florida or hunting in Canada. Bob Shaw, as general manager, now directs activities, with Gus Sun Jr. as assistant general manager; E. J. Andrews, auditor and treasurer; William C. Senior, general road representative, and Mabel Doyle and Marcella DeMoss, secretaries. The main office is in the Regent Theater Building, one of the numerous Springfield properties Sun owns.

Sun branch offices and affiliates are located in New York, Chicago, Detroit, Pittsburgh; Miami, Fla., and Columbus, O.

CONGRATULATIONS TO **GUS SUN**
ON HIS 50TH ANNIVERSARY

UNITED FIREWORKS MFG. CO., Inc.

DAYTON

OHIO

Furnishing

GORGEOUS

THRILLING

SPECTACULAR

FIREWORKS

Compliments of

The **SKYLINE
THRILLERS**



OUR wanderings took us to Springfield, O., that comfortably small town over which reigns, in fact, Gus Sun, the daddy of small-time vaude and one of the few real big-timers left in his corner of the show business. Gus Sun at 64 has the vigor, optimism, love of life and sense of humor of a healthy 18-year-old.

We spent an evening, long in duration and short in cognizance of time's passage, at Gus' mansion of goodfellowship. If there is a finer host than Gus in showdom he's been hiding under a ton of coal. Gus loves men, has faith in humankind. Unlike the other men of action of another generation, the man who wound up as the largest purveyor of vaude talent in the world after starting as a juggler does not revel in the biggies he once gave their first dates. Gus expresses more interest in the well-being of a nondescript he knew from the olden days than a "name" who is foolishly trying to live down the fact that he was once the pride of the Gus Sun Circuit.

To all intents and purposes Gus is retired, but those who live close to him, join him in his hunting and fishing expeditions and while away the evenings in and around Springfield with him know the keen interest he still displays in his own organization; in the activities of show business generally.

We talk these days about RKO losing houses; about vaude being shoved into the discard by "chain-store" circuits, and about men who are busy bookers. Gus Sun must laugh out loud in his incomparable way at an age that can hardly believe that this man who still retains the best features of youth booked himself in 1910 no less than 180 theaters. And it makes one yearn the more for (See GUS SUN on page 67)

Sincere Congratulations
to our distinguished friend

GUS SUN

PRINCESS YVONNE

PRINCESS YVONNE, Jr.

DOC IRVING

NOW GOLDEN GATE EXPOSITION

Compliments to

GUS SUN

Linton De Wolfe

Unique Original
WRIGHT & VIVIAN

Comedy Jugglers
"Congratulations to Gus Sun"

SLIVERS JOHNSON
and his
FANTASTIC AUSTIN
Congratulate **GUS SUN**
on His 50th Anniversary

Congratulations
To a Real Showman
from the
3 - WELLS BROS. - 3

During the heyday of the Sun vaudeville circuit many performers drew down good salaries, but Paul Whiteman holds the Sun record. His weekly draw was \$10,500 on Sun Time.

Congratulations, **GUS!**

WELLER THEATRE, Zanesville, O.
MIDLAND & AUDITORIUM, Newark, O.
UNION THEATRE, New Philadelphia, O.
PALACE THEATRE, Ashtabula, O.
STATE THEATRE, Cambridge, O.

Congratulations, **GUS!**

BOOKED WITH YOU SINCE 1909.

"RINEY" HIEHLE

HIEHLE THEATRE—Parkersburg, W. Va.—BURWELL THEATRE

Another Rail Show in Field

Gardens Lease Mix Equipment

Property owned by Patty Conklin—Canadian Show to open in Toronto May 18

TORONTO, Ont., April 22.—The Garden Brothers (Bill and Bob), well-known Canadian vaudeville agents, have made arrangements with J. W. (Patty) Conklin to lease the Tom Mix circus equipment recently purchased and now in Brantford, Ont.

Show will have moniker, Garden Bros.' Canadian Circus, and will open here May 18-24, owing to the fact that the King and Queen will be in the city during the week-end. Plans are being made to have a special decorated main entrance to the big top and will front the road in which the Royal party will parade. Permission is being sought to hold a circus parade downtown.

Show will carry a 12-piece band, have two rings and stage. The top is a 135-foot round top with three 50-foot centers. Show will travel by rail. Following Toronto, it will move to Hamilton, St. Catharines, Niagara Falls, London and then probably Northern Ontario.

Acts will have an international flavor—United States, France, England and Canada. Included is a line-up of dancing girls (circus ballet); Christy's unit, elephants and Liberty horses; Flying Stegrists; Marie's Marvel Dogs; Merrill Brothers, equillibrists; Barnard's military ponies; Snyder's bears; Don Bernardo, high wire; Captain Banard's cats; Los Gitanos, perch; Jesse Sides, trick cyclist.

An innovation in seating will be tried out. The front rows will run close to the ring curbs, thus doing away with the outer track, reports Len Humphries.

Gainesville Set To Open April 26; Fans To Attend

GAINESVILLE, Tex., April 22.—Everything is in readiness for what promises to be the most auspicious opening in the 10 years' history of the Gainesville Community Circus night of April 26 for a three-day showing.

The Chamber of Commerce is sponsoring a circus round-up and Capt. Tom Hickman is in charge of arrangements for an opening-day parade, eight bands being already assured, including the SMU and TCU bands from Dallas and Fort Worth respectively.

Elliott Roosevelt, the President's son, will blow the whistle, starting the new season. There will be a cabaret and square dance following the show each (See GAINESVILLE SET on page 43)

Bad Weather Hurts Biz of Haag Bros.

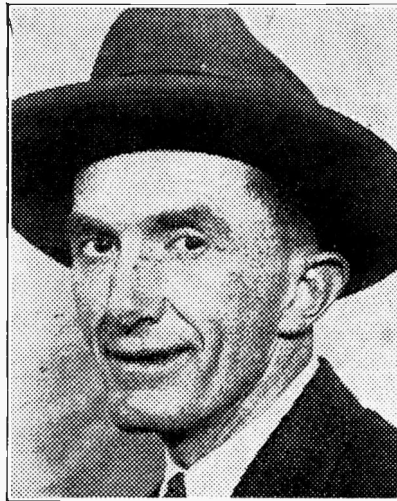
TAZEWELL, Va., April 22.—Haag Bros.' Circus, now in its eighth week, has been playing to only fair business due to rain and cold nights. Biz has been good on the few warm days. Nearly all of the folks have had a touch of the flu the past month.

Ed Hiler is now general agent. He has been with the show since the closing of Newton Bros.' Circus last season, on which he was general agent. Two men and another truck have been added to the advance and two new trucks to the show.

Henry Haag and wife are now with the organization. Several members of Richard Bros.' and Downie Bros.' circuses were recent visitors.

"La Argentina" Title Of Cole Bros.' Spec

ROCHESTER, Ind., April 22.—Rehearsals are in full swing at the quarters of Cole Bros.' Circus preparatory to the (See "LA ARGENTINA" on page 43)



THOMAS (SKINNY) DAWSON, with the big tops for many years, is again with the Parker & Watts Circus as story man, one week ahead of the show.

WPA Closes Winter Tour; Canvas Trek To Commence May 2

NEW YORK, April 22.—The WPA Federal Theater Project's circus closed its winter tour in Jersey City, N. J., last Saturday afternoon. Business was excellent during most of the engagement. It fell off Friday night and Saturday afternoon.

Show will open its tenting season night of May 2 at the traditional opening spot of the circus in Sunnyside, L. I. Engagement will be sponsored by the Mayor's Planning Committee.

Visitors at the closing performance included Harry Hunt, son of the owner of Eddy Bros.' Circus; Hal Corbett, general agent of the same show; Myrtle Davis, former animal presenter and wife (See WPA CLOSES on page 43)

Matrello, New Truck Show, Bows at Baldwin Park, Calif.

BALDWIN PARK, Calif., April 22.—Matrello Bros.' Circus opened here April 14 under threatening skies.

Art Windeker made a little impromptu talk, in which he stated that this is the biggest little show in America and that it is hoped that it will eventually take the place left vacant by the Al G. Barnes Circus. He then introduced Mr. and Mrs. S. L. Cronin, Ralph J. Clawson, Paul Eagles and the show's two managers, F. B. Chicarello and W. M. Matlock. Later on in the performance Doc Cunningham was introduced as one of the men who built the original Barnes circus. Doc informed the audience that the Barnes show grew from a few dogs and ponies to a three-ring circus.

Matrello Bros.' is a one-ring truck show, seating 1,200 people, with grand-

R-B Garden Biz Will Run Below '38 If No Pick-Up

NEW YORK, April 22.—Business experienced first two weeks by the Ringling-Barnum show in Madison Square Garden indicates that unless a sharp pick-up occurs shortly the 25-day engagement will run way below '38 figures. Management considers biz satisfactory, despite the drop, in view of the fact that a general drop in amusement patronage has hit the city recently.

War scare, with subsequent drop in general economic conditions, and proximity of the World's Fair opening have curtailed entertainment spending, showing theatrical, night club and ptx figures downward. Circus here is not cheap entertainment, with a \$3.85 top scaled down to \$1.10.

Officers Re-Elected

Circus corporation held its annual meeting and election of officers on Wednesday, all officers being re-elected for another yearly term. John Ringling North is chief of the company again (See R-B GARDEN on page 38)

Wife of J. C. Donahue Undergoes Operation

CHICAGO, April 22.—Mrs. J. C. Donahue, wife of the general traffic manager for the Ringling Bros. and Barnum & Bailey Circus, underwent an operation Thursday at Mercy Hospital and is reported to be getting along nicely. Mrs. Donahue has been suffering from a cancerous condition for some time. She was recently given blood transfusions and it then was decided that an operation would be necessary.

The physician who was to have operated was taken ill and died a few days ago. Mrs. Donahue quickly rallied from the operation Thursday and was so greatly improved Friday that her husband left for St. Louis to attend the funeral of the wife of a prominent railroad official.

stand chair seats on both sides of the ring. Bright colored pennants are hung all over the inside of the big top.

Among visitors were Mr. and Mrs. Ken Maynard, Mr. and Mrs. Ernest Clarke, Ernestine Clarke, Jack Grimes, Joe Perkins and Homer Hobson Sr.

The program, in order: Trapeze, Pocha Velarde. Wire, Acevedos, Bertha Matlock. Riding dogs, Captain Deilrick. Clowns, Carl Traynor, Fay Avalon, Fay Walcott. Loop-the-Loop, Bertha Matlock. Menage, Phyllis Johnson. Clown mule, Brownie. Rumba, Pocha Velarde. Slack wire, Alex Acevedo. Revolving ladder, Fay Avalon, Fay Walcott. Concert announcement. Liberty ponies, Deilrick. Ladder, Bertha Matlock. Bounding rope, Louis Velarde. Iron jaw, Aurora Acevedo. Dogs, Deilrick (See MATRELLO, NEW on page 43)

Parker & Watts Has Excellent Biz at Inaugural in Ft. Smith

FT. SMITH, Ark., April 22.—The Parker & Watts Circus opened here yesterday under the sponsorship of the Chamber of Commerce, with near capacity in the afternoon and three-fourths house at night. Weather was pleasant in the afternoon, but cold and disagreeable at night. The show is also here today.

The show paraded both yesterday and today. Schools were dismissed yesterday to enable the Fort Smith children to attend the afternoon show in order not to conflict with the children from outlying districts on Saturday, as the Chamber of Commerce had issued special invitations to country school children for Saturday afternoon.

The menagerie consists of 10 cages of animals, six elephants, camels and lead stock and some 70 head of horses, ponies and mules. All cages are lighted with an indirect lighting system similar to sign-board illumination. Lighting thru-out the show is considerably improved, due to the extra plants added.

The Program

1. Entry, Zanzibar, which is patterned after the big parade idea rather than a spec. Is costumed in gay colors, with French styles predominating. Led by Jean Sullivan, as Joan of Arc, mounted on white horse, followed by Claude (See PARKER & WATTS on page 38)

Early for Bridgeport

BRIDGEPORT, Conn., April 22.—Downie Bros.' Circus will be the first to play here this season, show being booked for May 22, coming from Montclair, N. J. This is the earliest that any circus has ever played here, most of the shows usually hitting here the latter part of June or later.

Main To Start at Akron, O., May 20; Will Play Auspices

AKRON, April 22.—The Walter L. Main Circus, under lease this season to Frank Ruttman, of this city, will open here May 20, playing thru-out the following week, under auspices of the Akron 25-Year Club.

Work of readying the show is well under way. Mr. Ruttman informed a representative of *The Billboard*. He said the program would be comprised of all professional circus acts and would run about an hour and a half. Show will be presented in three rings.

Plans call for a side show, pit show and a line-up of concessions, as well as industrial and commercial exhibits under a special top. The show will play one and two-week stands, all under auspices.

A coronation parade will move thru the downtown streets to climax the Queen of the Circus contest to be held in connection with the engagement here, proceeds from which will go to the Junior Fire Fighter clubs. Contestants will compete for two all-expense trips to the New York World's Fair and other prizes in addition to cash commissions.

Ruttman also stated that Ben R. Jones would be secretary-treasurer. Ruttman visited the Junior Chamber of Commerce indoor circus at Youngstown and the Shrine circus at Pittsburgh, looking over acts for his show.

Wilkes-Barre, Pa. Will Have Barnett

WILKES-BARRE, Pa., April 22.—The youngsters—and adults—of this anthracite district city will have a circus after all. About three weeks ago it was revealed and recorded in *The Billboard* that no circus group nor the JE Rodeo had planned an appearance in this city this year.

However, City Treasurer Fred Goeringer Jr. revealed this week that Barnett Bros.' Circus completed arrangements to appear at Miner Park May 4. He added that a check for a permit for use of the park was received by him. D. E. Miller, advance agent, made arrangements for the circus with City Solicitor Edwin B. Morgan, City Councilman William B. Houser and Goeringer.

C. E. DUBLE, of Carsey's Band on Downie Bros.' Circus, renewed old friendship with Dr. and Mrs. H. F. Troutman, of Page, W. Va. Duple was entertained at dinner.



MILT ROBBINS, with Robbins Bros.' Circus last season, returned to the Downie Bros.' Circus as side-show manager, on which he had been for a number of years. His wife, Mitzi, is doing mental act.

With the Circus Fans

By THE RINGMASTER
CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
(Conducted by WALTER HOENADEL, Editor "The White Tents," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 22.—The regular meeting of the Bluch Landolf Tent was held evening of April 11 at the home of Member Bill Day in New Britain, Conn. As the members approached the vicinity of his home they found the road torched in true circus style. The big top was raised in Bill's "Rumpus Room," located in the basement. After a short business session, circus movies recently shot at quarters in Sarasota, Fla., were

shown by Bill Judd. The flag was then run up and Bill Day said to "come and get it"—a delicious buffet lunch. After the show Judd showed more circus movies, also some of Mexico City and surrounding country. The annual meeting of the Tent will be held evening of May 9, at which time officers will be elected.

Congressman Robert L. Mouton, Louisiana CFA, entertained many friends in his quarters in the House Office Building the past week with an exhibit of produce from Louisiana, flowers from his own estate, "La Jardin de Mouton," and a special showing of motion pictures of Louisiana industries. Mouton is one of our most enthusiastic members in Washington.

One of the three large billiard tables has been laid out as a tribute to Henry Ringling North, exponent of the billiard art, in the Binghamton (N. Y.) Recreation Bowling and Billiard Center. On two visits North has played billiards on this table. He played on the billiard team at Yale University when a student. A bright red ring mat is painted on the floor under the table. There are 12 gold stars painted between the table legs under the table. Overhead hangs a card reading CIRCUS CAROM—HENRY RINGLING NORTH TABLE.

Mr. and Mrs. George Scholderer spent April 15 and 16 in New York at the Hotel Belvidere with their friends, Mr. and Mrs. Fred Bradna. Scholderer attended the Big Show a number of times while there. Mr. and Mrs. Karl Wallenda sent a large teak wood elephant model to Mr. and Mrs. Scholderer to add to their collection of Circusiana. The Scholderers own Teddy, who for many years was the trick dog in the Bradna "Act Beautiful."

Ralph Hoge, formerly of the Wallenda Tent in Madison, Wis., and who is on the road most of the time for an insurance company, visited the Pat Valdo Tent Circus Room, Binghamton, N. Y., night of April 13. He was entertained by Fans English and Barlow III.

ture, working reptile hypnotism stunt, thrusting bareback into broken glass, walking barefooted up steps of sword blades, hanging and swinging by throat on sword blade and burial for five minutes in sand and coffin. Interval. 12. Mills' six elephants in fastest bull routine seen here for many years. John Gindl presents this. 13. "Porter 17." Comedy knockabout by the Spyras. 14. Quintilla, dancing on tight wire. 15. Mills' Liberty horses presented by Czeslaw Mroczkowski. 16. Ten Millimeter Acrobatic Girls in Acroballet. 17. Iron-jaw swing across big top by Great Frederico. 18. Mills' own British riding ensemble, the Cumberlands; very fast routine by Tommy, Billy and Pat Baker. Tony Yelding, Maisie Wrigley, Sylvia Doksanky, Millie Williams. 19. Slapstick billposting entree by Four Maniacs. 20. Aerial number, Claude Yelding on trapeze, Swing Sisters on swinging ladders. 21. Mixed group, five tigers and four lions, presented by Nicolai. In clown line-up are the Four Maniacs (Coco, Albert Austin, Percy Huxter, Bob Beasy), Pinocchio, Renato, Fernando, Coconut and Smiler. Walkarounds are put on between almost every act. Emmett Kelly works independently in tent.

This show continues to be the only railroad circus in Britain, traveling on three trains. Most stands on this Western tour are for three days. Only once in its history has a one-day stand been played.

Frank Foster, who began his circus career as elephant hand with John Sanger and later became juggler and all-round performer, continues as equestrian director. Jack Lindsley directs band for ninth year. General manager is Wallace Gibson.

Other Shows in Britain

Other circuses—all truck—now tenting in Britain include Lord John Sanger, routed into Scotland, playing one and two-day stands; G. B. Chapman, Ltd., mainly one day, with program including more animal acts than any other circus here; "Sir" Robert Fossett, mainly one day, traveling many horses; Tom Fossett, one day, entirely horse drawn; Rosalres, one-day stands; Paulos, family program with Swallow's elephants, routed west; Pinder, one day, mainly family program; Chipperfield, one day, mainly family; Lloyds A. I. Canadian, a new concern, and in Ireland, John Duffy and Heckenberg (Ted Fossett). All from the biggest, Mills, to the smallest are one ring.

Russell Show Signs Alliance Agreement

PITTSBURGH, April 22.—Russell Bros.' Circus has signed an agreement for the 1939 season with the International Alliance of Billposters, Billers and Distributors, President Leo Abernathy stated today. Manager C. W. Webb pact the wages and living expenses contract for Russell.

The Alliance has been officially granted permission by the American Federation of Labor to include distributors in its membership, Abernathy also announced, thru communication from AFL head William Green. The change gives the IABBD jurisdiction over distributors of "free advertising, community newspapers, free publications, free catalogs, free booklets, free pamphlets, telephone books, calendars, advertising samples of all kinds and other free trade inducements."

CLIFF McDOUGALL pulled a darb of a publicity stunt with the elephant, "Mona," for Polack Bros.' Circus on the streets in Seattle. The bull certainly tied up traffic for a while. All papers carried pictures of the stunt.

Program of Mills Show Under Canvas

LONDON, April 22.—Bertram Mills Circus began its 10th consecutive tenting tour at Tonbridge, Kent, on April 8 under personal direction of Cyril and Bernard Mills, as briefly mentioned in last week's issue.

The show blends several holdovers from last season with new numbers and has but one change in executive roster, F. Mellor, from Olympia Funfair, succeeding Alpe as acting manager. At dress rehearsal held Good Friday, 2,000 underprivileged children and adults were guests of Mills brothers, and Constance Cummings put in an appearance to greet Emmett Kelly, the only American with the show. Route this season runs west, Lands End being farmost billing point.

The Program

Program runs as follows: 1. Overture and Post-horn fanfare. 2. Voltige, Pat Baker. 3. Charivari by the clowns. 4. Argentine Pastimes, trick whip work and ax throwing by Aussie and Czech. 5. Gena Lipkowska, former ballet dancer, presenting six Arab Greys and eight Shetland ponies in Liberty routines. 6. Zeboy, cod zebra entree, with Percy Huxter, Jean Steele, Alby Austin and Coconut. 7. Swinging perch by Two Willos. 8. Football and trick dogs, presented by Priscilla Kayes, formerly associated with big cats on this show. 9. Gay and Gay, knockabout clowns from Italy. 10. New high-school presentation, two riders and sulky, created by Wenzel Kossmeier, who takes part with Joe Barry, former Mills groom, and Mary Dee. 11. Female Kakir Koringa, headline fea-

"BARGAIN" BRAND NEW IN STOCK
IMMEDIATE SHIPMENT.
47x70 Oblong Round End Tent. New Stock, made of 32" 8-oz. White Drill, ball ring style, roped third, overlaps over lacing, 9' Wall, 6 1/2-oz. White Drill.
PRICE, TOP AND WALLS\$340.00
Complete with Poles, Stakes and Rigging 445.00
WRITE—WIRE—PHONE
BAKER-LOCKWOOD
17th & Central, Kansas City, Mo.
AMERICA'S BIG TENT HOUSE
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

MONEY-METER SYSTEM of REVENUE CONTROL
Instantaneous audit by the patron at all times.
CIRCUS OPERATORS:
This system counts and registers all money before it reaches the collectors' hands, without tickets, turnstiles or extra help, yet all money is available for inspection and change-making. Write for Bulletin AE or ask representative to call.
MONEY-METERS, INC.
DORRANCE BLDG.
PROVIDENCE, R. I.

TENTS CANVAS For Circus and Concessions
TARPAULINS - AWNINGS
TRUCK COVERS - DROP CLOTHS
CONTRACTORS COVERS - SPECIALTIES
High Quality - Low Prices
HUDSON CANVAS PRODUCTS, INC.
329 CANAL ST., NEW YORK CITY

SAVE MONEY **MOTORIZED** SAVE MONEY
SPECIAL Finance Plan SPECIAL
WRITE Chas. T. Goss
WITH Standard Chevrolet Co.
EAST ST. LOUIS, ILL.

WANTED MALE CATCHER
For Flying Act, Single, sober, reliable. State experience and salary expected. Steady work. Address **FIVING ACT, 8 Aiken Ave., Norwalk, Connecticut.**

FOR SALE OR RENT
One Big Top, 140 feet, with three 50-ft. Middles, complete in every detail, just parafined and reconditioned. Write
ROLLER DERBY
Olympia, Detroit, Mich.

TIGHTS OPERA HOSE
KOHAN MFG. CO., 290 Taaffe Pl., Brooklyn, N. Y.

ON CIRCUS DAY!
Every showman knows it pays to keep performance promises unflinching. Tents must be waterproof to beat the storms. Preservo treated canvas insures an absolutely leak-proof tent even in the heaviest rain. Preservo keeps canvas soft, pliable and easy to handle.
EASY TO APPLY
ROBESON PRESERVO CO.
SOLE MAKERS PORT HURON, MICH.

PHOTO POST CARDS for Entertainers
Quality Reproductions
Straight Reproductions of any Photograph or Drawing. One copy Negative made per lot. Gloss "Mirror" finish only.
100, \$2.25; 250, \$4.65; 500, \$7.90; 1,000, \$14.25.
Send 50% Cash with Order, Bal. C. O. D. Originals returned unharmed. SATISFACTION GUARANTEED.
8x10 Lobby Photos, Special, Now 12 for \$2.25, D. W. Stock. Get our prices on any size from Miniatures up to 40x60 Blowups.
SPECIALLY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.
ORCAJO PHOTO ART, 301 Koozee St., DAYTON, O.

TENTS NEW and USED
Prices to Spring Everybody
Diving Tank, 16-ft. Dia., \$39.50; Concession Tents, Used Wall Tents, New Poleless 3x9-0 Living Tents, \$17.95; New and Used 8-Ft. Side Wall, New and Used Marquises; 45-Ft. Motordrome, \$45.00; 40-Ft. Merry-Go-Round, \$100.00; New Wild West Top, \$1,500.00; Used Show Tops, 16x16-0, \$20.00; 18x18-0 Tops, \$20.00; 20x20-0 Tops, \$30.00; 20x60-0 Tops, \$100.00; 26-6x50-0 Top, \$50.00; 30x60-0 Tops, \$100.00; 40x60-0 Tops, \$135.00; 60x110-0 Top, \$165.00; 100x200-0 Top, \$1,000.00; one 12-KW Gas Driven Generator, \$150.00; one 30-KW Gas Driven Generator, \$225.00.
We Have Too Much Stock to List.
Mail Your Inquiries.
MARTIN NEW YORK TENT & DUCK CO., Inc.
304 Canal St., New York City, N. Y.

THEY'RE "TOPS"
IN THE SHOW BUSINESS
Universal Electric Plants.
First choice among America's traveling shows, carnivals, etc. The reason? Universal lighting plants are light, compact, simple to operate, economical to own. All sizes to handle from 10 to 5,000 bulbs. Ask for Catalog B-4.
UNIVERSAL MOTOR CO. OSKOSH WIS.

TENTS - BANNERS
50 Concession Tents, Good Condition, 10x12—10x14—10x16.
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, Chicago, Ill.

TIGHTS
OPERA HOSE—LEOTARDS—LEG PADS.
M. A. OSBORNE, 827 Bergen St., Brooklyn, N. Y.
Established 1866.

WPA FEDERAL THEATRE
Presents Its
3 RING CIRCUS
Featuring **CAPT. ENGERER'S**
FIGHTING LIONS

TIGHTS-SPANGLES TRIMMINGS
The **LANQUAY COSTUME CO.**
New address
121 No. Clark St., Chicago.
(Send for Catalog)

TENTS
Good stock New Tents ready. Used Tents, 10x12, 12x19, 14x24, 20x30, 20x40, 28x42, 32x32, 30x45, 30x60, 40x60, 40x70, 50x80, 60x90, 100x250.
D. M. KERR MFG. CO.
1954 Grand Avenue, Chicago.

End your correspondence to advertisers by mentioning The Billboard.

Under the Marquee

By CIRCUS SOLLY

BILLY AND MARGIE DeARMO, jugglers, who have been playing club dates, pen that they will be with a circus.

SALEM, O., for many years a regular stop for Lewis Bros. Circus, has been contracted by that show for May 23.

CLARENCE M. HOGGE left Hayes Bros. Circus and is now with Rogers & Powell Shows.

VAN WELLS, clown cop, after playing the Omaha, Neb., Shrine Circus, went to Chicago for the Stadium Circus.

REX ALLAN OAKHAM will again be with the Cole Bros., his fourth season with show.

FRANK B. HUBIN, circus man of Atlantic City, is appearing before lodges, business bodies and at conventions.

LESTER RODGERS, peanut confectioner, will be with Cole Bros. Circus. In the fall he will make the usual Ohio fairs.

THE CHICAGO STADIUM CIRCUS has a great array of talent, with thrill acts aplenty.

MARIAN KNOWLTON and **JoJo Cofield**, who played the St. Louis Police Circus, will be with Cole Bros. Circus this season.

JOHN R. NORTH was on the air last Tuesday night on the "For Men Only" program, and among other things talked about air-conditioning of the tent.

ARTHUR BORELLA is doing special publicity for the Matrello Bros. Circus, which has been doing fair business since opening at Baldwin Park, Calif.

HOOT GIBSON, who has been with Hagenbeck-Wallace and other shows, will be with Russell Bros. Circus, joining at Bloomington, Ind., April 28.

BARNETT BROS. Circus was in Roanoke, Va., April 11 and Downie Bros. on the 19th. The *Roanoke Times* carried a "wait" ad for the latter.

ED HILER, general agent for Haag Bros. Circus, visited Bill Moore, manager of Downie Bros. Circus, at Bluefield, W. Va., reporting a nice show. They tramped together on Barnett Bros. Circus.

ONE OF THE GREATEST institutions in the world is the circus.

FIRST CIRCUS to contract Lancaster, Pa., this season was Barnett Bros. April 25, using PRR Athletic Lot. George J. Klentzle Jr. says show has a nice line of paper and heavy billing on personal appearance of the "Lone Ranger."

CHARLES (KID) KOSTER, still with George Abbott's *What a Life Co.* playing Chicago, has been engaged for next season's road tour of Abbott's smash musical hit, *The Boys From Syracuse*, opening early in September.

WILLIAM H. LANGE attended night performance of Matrello Bros. Circus at Baldwin Park, Calif., April 14, reporting splendid performance for small show. Cheerful Gardner and wife and George Tipton also were on hand.

RUBE CURTIS, clown, is in the cast of the Cavalcade of the Golden West at the San Francisco Fair. George (Laughing) Davis is operating the canteen at the fair. Jack E. Graham, formerly a clown with Robbins Bros. Circus, is now a salesman in San Francisco.

E. W. ADAMS and **A. F. Maley**, of Atlanta, Ga., former ticket sellers with the Cole show, saw Downie Bros. Circus at Griffin, Ga., and renewed acquaintances with Milt Robbins, J. S. Kritchfield, P. G. Lowery and others. They enjoyed the performance. Weather was cold and rainy, matinee being very light.

THOMAS (SKINNY) DAWSON, on press staff of Parker & Watts Circus, visited *The Billboard* offices in St. Louis last Wednesday en route to points in Illinois, where the show is scheduled to play next month. Jimmy Cotton, side-show ticket seller, passed thru the city the same day en route from the West Coast to Rochester, Ind., to join the Cole show.

IF YOU EVER expect to hold a higher position you must support the man higher up—you must co-operate with the manager even tho you do not like certain things he does.

FELIX MORALES advises that it was while doing trampoline at Shrine Circus, Portland, Ore., that his wife, Iva, received painful injuries to back and hip in a fall, also that doctors at Good Samaritan Hospital report muscle spasms caused by injuries received last year while working same act at Kansas City Shrine Circus.

LARRY DAVIS, superintendent of elephants with Ringling-Barnum the past three years, is now general superintendent of Jungleland for Frank Buck and will be in charge at the New York World's Fair. A shipment of animals arrived at Boston April 17. Davis informs that 2,000 monkeys will be turned loose on Monkey Island day before the fair opens.

BILL LESTER, contracting agent for Cole Bros. Circus; Ray Daley, who is playing night clubs and theaters with his wife, LaCell, the American Mystic, and Jim McSorley, formerly with circuses and now doorman at the Gayety Theater, Cincinnati, were recently "putting it up and taking it down." Bill was making the city for Cole and Ray was filling a week's engagement at the Gayety. Act went over very nicely.

JACOB WOLFFMAN, better known as Captain Jack, who was injured in an auto accident last January, is still confined to his home at 1826 N. W. Fourth street, Miami, Fla. He is on crutches. He has been with circuses and carnivals for 40 years, among them John Robinson, Bucksin Bill, Walter L. Main, Sig Sautelle, Pawnee Bill, Eric B. Hyde, Johnny J. Jones and Mighty Sheesley. Letters from acquaintances will be appreciated.

SEEMS STRANGE for the West Coast not to have a big circus this spring. The Al C. Barnes show, off the road this year, has played that territory for years as the only part of the season.

RINGLING-BARNUM route this year will take the show into a lot of cities and towns where it hasn't appeared for a number of years, provided suitable grounds are available and local business conditions favorable. Contracting agent Al Butler was in Cincinnati and a visitor at *The Billboard* April 20 when he made a survey of the local situation with the thought in mind of bringing the show here for a June date. The nearest R-B got to Cincinnati last year was Dayton.

R-B GARDEN—

(Continued from page 36)

president and executive head. Robert Ringling is senior vice-president; Mrs. Charles Ringling, Mrs. Aubrey Ringling and Henry Ringling North, vice-presidents. William P. Dunn Jr., Manufac-

turers' Trust Co., retains position of corporation secretary-treasurer. Harold R. Brophy, partner in law firm of O'Gorman, Brophy, Roepe & Ring, replaces Henry G. Frost, Cincinnati, as senior counsel for the John Ringling estate. Officers and Brophy form the '39 board of directors. Frost resigned from the board several weeks ago.

In clown alley at Garden, as given by Pat Valdo, personnel director, are the following: Bluch Landolf, Charles Bell, Billy Denaro, Paul Jerome, Paul Wenzel, Louis Bell, Dick Bell, Lawrence Anderson, Paul Mortier, Splinters, Chesty, Willie Moser, Paul Jung, Shorty Flemm, Alcardi, Robert Nelson, Ray Harris, Johnny Tripp, Homer Goddard, Felix Adler, Bones Hartzell Trio, Milt Taylor, Johnny Bossler, Jack LeClaire, Frank (Dutch) Luley. Midgets: Clayton Chase, Howard Marco, Henri Duchin, Frankie Saluto, Paul Horompo, Baptiste Gallicolli, Lulu and Albertino.

Boston Looks Good

BOSTON, April 22.—On May 1 the Ringling-Barnum show again unfolds its wares to Hubtown and already there is indication that the Boston Garden engagement, one week, will be one of the biggest yet recorded. There is frank curiosity among local circus enthusiasts as to the appearance of the new streamlined article and just as frank relief that in reading stories of the show in New York there appear the statements that after all the show has not been changed greatly.

This is general press agent Roland Butler's home town. His daughter, Estelle, is a rider with the show.

Circus Fans will be interested in knowing that Frank Ford, president of the Boston Tent of Fans, who lost a leg last year, is recovered and will again be able to greet the showfolk.

Rumored W. Q. Will Be Moved

SARASOTA, Fla., April 22.—A smoldering rumor that winter quarters of Ringling-Barnum circus was to be moved —lock, stock and barrel—from this city to Miami broke into flame here this week and brought prompt action on the part of local organizations and governing bodies.

Despite apparent attempts by city officials and local press to keep the whole thing quiet, news leaked out that the city had more than quadrupled the circus' tax assessment and that officials of the show were strongly considering a move. Chief proponent of the move-to-Miami idea is said to be William P. Dunn, treasurer of the Manufacturers' Trust Co. and member of the show's board. The banking firm, whose financial aid enabled John Ringling North to save the apparently doomed Ringling estate in 1937, is said to be greatly interested in the development of large tracts in the Miami area.

Mayor Verman Kibbrough of Sarasota, when questioned by daily press representatives, denied all knowledge of any break in the Ringling-Sarasota relations. But a member of the city council admitted that the assessment on the 700-acre quarters tract has been upped from a nominal \$500 to \$2,600 per annum. When reminded of a previous agreement as to the quarters tax status the councilman said that the raise "probably was a mistake."

Negotiations With North

After the Sarasota Merchants' Association and the Sarasota Bay Post American Legion climaxed fiery sessions by adopting resolutions demanding the city fathers to "keep the circus quarters in Sarasota at any cost," officials opened negotiations with North and other show officials in New York. North admitted to newspapers that a move was under consideration and said the whole thing would be thrashed out at a board meeting slated for last Wednesday. After the meeting, however, no statement was forthcoming, and in response to queries North said the matter was "not discussed."

On Wednesday the Sarasota County commission gave the break first official notice when it passed a resolution urging the city council to "even make additional concessions if necessary" to keep the circus quarters here.

PARKER & WATTS—

(Continued from page 36)

Myers' Band of 14 pieces attired as Foreign Legionnaires; 68 horses, ponies and camels; Joe Rigger's 10-piece band bedecked as Algerian troops; Al Ben Deb's Oriental Band, Hawaiian Band;

mounted people and others walking.

2. Three six-pony drills, presented by Frank Asher, Hazel King and Frank Kelso.

3. Canines, in Ring 1, by Velma Zerrado; Ring 2, trampoline and comedy acrobatic act, the Connors; Ring 3, dogs, Hal Yeagan.

4. Aerial ballet, Jean Sullivan, Dolly Connors, Ruth Zerrado, Ann Nally, Bertha Connors, Vera Fanning.

5. Two foot slides by the Albertines; two iron-jaw slides, Grace Orton and Ina Knight.

6. Mechanic riding act, this filling in until conclusion of St. Louis Police Circus when Joe Hodgini joins with comedy riding turn, two principal acts and Indian riding act.

7. Clown numbers, presented by Anthony Mazingo, Delbert Knight, Frank Zerrado, Jimmie Thomas, Bruce LaFarra, Johnny Delmar, Raymond Duke, Val Jones, Jerry Wisherd and Jimmy.

8. Double traps, Ring 1, Fanning Duo; Ring 2, Aerial Ortons; Ring 3, Aerial Zerrados.

9. Juggling by Jerry Wisherd in Ring 1; wagon wheel and juggling, Al Connors, Ring 2; head balancing, Delbert Knight, Ring 3.

10. Menage, the riders being Hazel King, Ida Mills, Yvonne LeBouf, Jean Sullivan, Frank Asher, Frank Kelso, Ina Knight, Ann Nalley, Dolly Connors, Wanda Williams.

11. Comedy acrobats, Hackensmith and Mazingo, Ring 1; comedy bar act, Volera, Ring 2; comedy acrobats, the Grams, Ring 3.

12. Ball game by the clowns.

13. Five-mule act, presented by James O'Connor, Ring 1; six-horse Liberty, James Hamiter, Ring 2; eight-horse Liberty, Hazel King, Ring 3.

14. Parker & Watts elephants by Jimmie Connors.

15. Clowns.

16. Single traps and aerial contortion, Ring 1, Anthony Mazingo; Ring 2, Vernon Liedtke, featuring chair balancing; Ring 3, the Great Stubert, featuring double somersault to rope.

17. Andy Calino, performing chimp, on tight wire and trampoline.

18. Thelma, small performing elephant. Act is presented with Ena and Vera, two large elephants, as a background.

19. Web acts presented by Fanning, Zerrado and Sullivan.

20. Parker & Watts gaited horses, ridden by Asher, King, Kelso, Nalley and Mills.

21. Clown crazy number.

22. Stan Volera flying act.

The Staff

Ira M. Watts, owner-manager; John Alva Jones, treasurer; Joe B. Webb, legal adjuster; Mrs. Watts, auditor; George Myers, equestrian director; L. Claude Myers, musical director; William DeBarrie, side-show manager; L. B. Greenhaw, general agent; Claude Morris, superintendent of outdoor advertising; Thomas (Skinny) Dawson, general press representative; Fielding Graham, director of public relations; Sam Maratta, superintendent front door; William Storey, timekeeper; Joe Kennedy, concessions, with Bobby Worth assistant; Jack Fenton and Pete Brovold, advertising representatives; Joe Rigger, side-show band leader.

Department heads: Red Monroe, canvas; Charles Brady, props; V. A. Rogers, lights; Jersey Schanck, side-show boss canvasman; Ethel Brady, wardrobe; Jimmie Connors, elephants and menagerie; Charles Oliver, cookhouse; James Bowersock, stock; Frank Nalley, master of transportation.

HAPPY (TRAMP) KELLEMS, who worked the Minneapolis, St. Paul and Omaha Shrine circuses, is clowning thru the show at the Chicago Stadium.

RUSSELL BROS. CIRCUS WANTS

FOR HOOT GIBSON CONCERT
COWBOYS, COWGIRLS AND INDIANS

Tommie and Lola Hunt and Johnny Jarnages wire. Also Lunch Stand privilege open.

C. W. WEBB, RUSSELL BROS. CIRCUS
As Per Route.

To All Members of
International Alliance Billposters, Billers
and Distributors of U. S. and Canada

THE RUSSELL BROS. CIRCUS
HAS SIGNED CIRCUS AGREEMENT FOR 1939
LEO ABERNATHY, Pres. WM. McCARTHY, Secy.
A. THOMAS NOONAN, Treas.

WANTED

Dependable Elephant Man who can drive truck. Steady work. Send reference and full details in first letter. B. D. Russell wire. Useful Circus People write. E. E. COLEMAN, 1215 W. Hillcrest Ave., Dayton, Ohio.

The Corral

By ROWDY WADDY

SIXTEENTH ANNUAL Rodeo-Barbecue at Monticello, Calif., is slated to get under way soon. Jack Millerick will furnish the string of bucking horses.

HERB THOMPSON, live-stock director for the Pendleton (Ore.) Round-Up, recently went to Phoenix, Ariz., to purchase two carloads of Texas longhorn steers thru Hugh Bennett, secretary of the Cowboy Turtle Association, for the event.

FRANK CAREY will stage a rodeo at his ranch in Indianapolis soon, reports H. R. Fabyan. Event will be a semi-contest show, with a base minimum guaranty and a liberal contest prize in the saddle bronk riding, bareback bronk riding, Brahma steel riding, bulldogging and calf roping events.

CAL GODSHELL recently staged what was said to be the first intercollegiate rodeo ever to be held at his C Bar G Ranch near Victorville, Calif. Colleges in California, Texas, Arizona, New Mexico and Nevada were represented. Godshell's daughter, Jean, a student at the University of Southern California, is credited with the idea of staging the event.

A NEW rodeo outfit makes its bow when Patsy Montana, of Station WLS, Chicago, opens in Columbus, Ind., for the American Legion Post there. Along with the radio acts, she will carry 30 head of stock and will feature steer riding, bronk riding and trick roping and riding. Show will work still dates during June and July under auspices, then open at fairs. Outfit is rehearsing at quarters in Niles Center, Ill., under di-

rection of Jim Medo. Advance and publicity will be handled by Buster Todd.

SIXTH ANNUAL three-day Arkansas-Oklahoma Rodeo will be held in Fort Smith, Ark., under Chamber of Commerce auspices. Featured acts will include Chester Byers, trick roper; Pauline Nesbit, Don and Virginia Wilcox, trick riders; Jimmie Nesbit, clown; Vaughn Kreig, woman bulldogger. Rodeo is a member of the Rodeo Association of America. Prize list has been approved by officials of the Turtles Association. R. K. Rodgers, general chairman, and A. B. (Bert) Harper, arena director, have been visiting many of the larger rodeos to contact contestants. Fred Alvord will serve as secretary for the second consecutive year. Pat Garner, who has handled publicity and broadcast the rodeo for six years, and Bill Slates, staff sports announcer for Radio Station KFPW, Fort Smith, will broadcast each performance.

RODEO at Anderson, Tex., staged April 15-16 by J. L. Harrington, past sheriff of Grimes County, Tex., proved successful. Bucking horses and steers used were from the State Prison Farm at Huntsville, Tex., and show was sponsored by the Junior Chamber of Commerce of Navasota, Tex. Judges were P. G. Tipp, R. P. Chesson and Pierce Yeager. Contestants included Vivian Binjord, Ida May Cunningham, Beth Chappil Miller, Doris Stocley, Lillian Ruth Collman, Virginia Moore, Aubrey Greenwood, Mrs. H. L. Stewart, Vera Otto, Betty Jane Scott, Ben Allen, Wilma Harrington, Reba Lord, Mrs. Boden Anderson, L. Garner, Alice Nesson, Ben Kramer, Slim Newman, H. H. Moore, Conlow Greenwood, Pink Harrington Sr., Little Pink Harrington, V. A. Bonhar, W. D. Smith, J. Adair, Johnnie McDaniels, M. G. Peters, R. K. Simons, V. A. James, L. A. Huber, J. R. Pool, Otis Rosenbeck, Dart Lord, Bailey Hoff, Jess

(See CORRAL on page 67)

Still with the Big One

25th ANNIVERSARY . . . WHY?

Because Emil Pallenberg has accomplished more with Bear Acts than any trainer in the world.

Because Emil Pallenberg originated to the most extraordinary degree attainable the following tricks, stunts and devices which he has adapted with unrivalled skill to suit Bear Act Performances:

BICYCLE RIDING—HIGH BICYCLE—SCOOTER RIDING—CARTS
HOBBY HORSE—BALL PLAYING—STILT WALKING—ROPE
WALKING—GENERAL ROPE STUNTS—RISLEY WORK

Because Emil Pallenberg has developed Roller Skating Bears to the point where they constitute the greatest show on earth for The Greatest Show on Earth, and because he presents something new every season!

Thanks to my sweet and helpful wife and partner, CATHERINE PALLENBERG, without whom none of these things could have been accomplished, and to Emil, Jr., and Sue.

Following the conclusion of the run of Ringling Bros.-Barnum & Bailey Circus in the Boston Garden on May 7 the

MOTORCYCLE RIDING BEAR!

THE 1939 SENSATION

"FU"

WILL BE OPEN FOR ENGAGEMENTS

• Other Acts Are Booked Solid by •
GEORGE A. HAMID, Inc.

PALLENBERG'S BEARS

EMIL PALLENBERG • Owner and Trainer
CLINTON, CONNECTICUT

OFFICIAL BALLOT

FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards.

RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)
2. (9 ")
3. (8 ")
4. (7 ")
5. (6 ")
6. (5 ")
7. (4 ")
8. (3 ")
9. (2 ")
10. (1 Point)

The Billboard is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with coupon in issue of November 25, 1939.

Your Name..... Please Print

Permanent Address

Affiliation in Show Business or by Whom Employed

Signature

Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR
AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

Favorite Outdoor Performer Contest

See Coupon This Page

A Word to Voters

Several hundred requests have been received for the ballots (mimeographed blanks with detailed explanation) which were originally sent thru the mails. These requests, including many from Fort Worth, Tex., cannot be honored as the direct-mail forms are out of existence. The coupon form has taken their place, and that is the only way to vote now.

Many people are also asking for extra coupons. There are no extras. In order to vote the coupon on this page should be filled out and mailed in. There are no exceptions to this rule.

The first 25 leaders:

1. *Mabel Stark	845
2. *Blondin-Rellims	691
3. *Flying Behrs	642
4. *Hubert Castle	549
5. Flying Concellos	454
6. Clyde Beatty	400
7. *Marjorie Bailey	370
8. Great Wallendas	351
9. *Riding Cristianis	291
10. *Rudy Rudyhoff	262
11. *Mickey King	252
12. Con Colleano	234
13. Dorothy Herbert	221
14. Flying Behees	219
15. Capt. Terrell M. Jacobs	213
16. **Bernice Kelley Troupe	194
17. Harold Barnes	190
18. *Bee Kyle	178
19. Naittos	173
20. *DeKohl Troupe	169
21. Great Fussner	168
22. Billetti Troupe	162
23. Capt. Speedy Phoenix	156
24. *Antaleks	153
25. *Schaller's 4 Queens	152

*Leader in own division.
**Do several acts.
A voter inquires if he is within the rules in voting for more than one per-

former in the same class. The answer is yes. He may vote for as many as 10 artists who do similar turns.

Following are performers who have been newly nominated:

Four Aces, Briants, Small Burdette, Bench Bentum, Jean Allen, Estelle Clark, Cimse, Edna Dee Curtis, Denny Curtis (deceased), Reuben Castang's Chimps, Casting Delcos, Dio Rio, Jack Davis, Demnatis, Capt. Ernest Engerer, Rue Enos Duo, Curley Easter, Evers and Dolores, Charles Fortuna, Harry Froboess, Fortunello and Cirillind, Avon Gardner, Gasca Trio, Ray Goody, J. P. Henderson, Gilbert, Great George, Frank Hall, Helen Haag, Polly Jenkins and Plowboys, Six American Jordons, Honey Family, Ben Levine, Don La Vol, Joe Metcalfe, Felix Morales, E. A. McCall, Flying Millers, Naida and Perez, Gordon Orton, O'Day and St. Claire, Pixford and Emerling, Pape and Conchita, Vivian Perin, Olga Petroff, Robeys, Aerial Roberts, William Rhode, Peejay Ringens, Romas, Stanley's Horses, Harry Smith, Georgia Sweet, Capt. W. J. Smith, Flying Sensations and Capt. George Webb.

Robinson Drops Suit; Settlement Reached

FT. WAYNE, Ind., April 22.—The \$1,000,000 damage suit of John Robinson IV, of Cincinnati, against the estates of Jerry Mugivan and Bert Bowers was dismissed in U. S. District Court here Wednesday after a cash settlement was reached out of court. Amount was not made public. Settlement was made after depositions from Jess Adkins, manager of Cole Bros.' Circus, were read in (See ROBINSON DROPS on page 67)

Wanted for Big Rodeo Circus

Thrill Show. Rodeo Circus Thrill Acts of all kinds. Cowboys with or without stock. Will buy few more Rodeo Stock, Concessions, Rides, Shows. Banner Program Man. 8 weeks now booked. Open May 15, Uniontown, Pa. Write EDDIE O'NEIL, Mgr. Uniontown, Pa.

WANTED AT ONCE

Dancing and Posing Girls, Musical and Novelty Acts, Talker.

DUKE DRUKENBROD

Cole Bros.' Circus Side Show, Rochester, Ind.

RISK PLAN INQUIRIES PILE IN

NAAPPB Brokers Being Rushed By Interest of New Operators

Recently released board rates stimulate attention in public liability insurance set-up, says Hodge—necessity for economy is seen as reason for activity

CHICAGO, April 22.—Check-up of offices of the brokers handling the National Association of Amusement Parks, Pools and Beaches risk plan in co-operation with the Associated Indemnity Corp. of California reveals that more inquiries have been received to date than in any previous season, practically all of last year's policyholders having renewed their coverage for the 1939 season. Secretary A. R. Hodge is of the opinion that this situation is brought about somewhat by necessity for stringent economy in these times and also by the fact that the bureau rates recently released do not show any relief in sight to those operators who do not come under the plan sponsored by the NAAPPB. There is a slight reduction in the Coaster rate, Secretary Hodge said, but this is more than offset by increases on a number of flat rides and other attractions.

All questionnaires are forwarded thru the offices of Executive Secretary Hodge in Suite 1130, 201 North Wells Building, Chicago. To expedite inspection previous to opening, all operators of amusement parks, piers, pools and beaches and (See RISK PLAN on page 45)

New San Francisco Bay Spot Projected

SAN FRANCISCO, April 22.—Plans are reported under way for construction of an amusement park near San Rafael on San Francisco Bay. A number of San Francisco business men are said to be behind the move.

North Bay area never has had an amusement park and the suggestion is said to be meeting with popular approval of residents in the district.

It is proposed to erect a swimming pool, dance pavilion, rides and other attractions.

Buckeye Lake Modernistic

BUCKEYE LAKE, O., April 22.—Improvements started last winter have transformed familiar lines of Buckeye Lake Park into a modernistic layout. Sunday operation of all attractions began on Easter with full-time operation slated for late in May. Among improvements are covered walks for shelter in inclement weather. Entire midway frontage harmonizes in futuristic design. New rides to be installed will include a Rocket Ship, and the Merry-Go-Round gets a new lease on popularity via the new "Spinner." Ballroom has a rainbow ceiling presenting a blending of colors to create a pastel effect. Band shell has been revamped and new appointments added. Manager A. M. Brown and staff are busy on new-season details. Bookings are reported heavier than for last season.

Operation Begins in Puritas

PURITAS SPRINGS, O., April 22.—Puritas Springs Park here inaugurated a pre-season schedule with dance pavilion, roller rink and all rides operating several days a week. Dance sessions, with Howard Becker and his orchestra, are held Tuesday, Friday, Saturday and Sunday nights and Sunday afternoon. Roller rink is open Tuesday, Wednesday, Friday, Saturday and Sunday nights with Warren Steffen at the organ. Rides and other midway attractions are open Tuesday, Friday and Saturday nights and all day on Sundays.

Idora Building Under Way

YOUNGSTOWN, O., April 22.—First construction in Idora Park here in several months is under way, a \$1,500 building permit having been issued for a new concession on the midway, one of the improvements planned by Manager Charles Deibel. A \$5,000 open-air roller rink near the Parkview avenue entrance will be built before the summer season. Roller skating has been discontinued in the dance pavilion, which is being readied for opening of the summer dance season about May 1.

Delavan Spot Is Improved

DELAVAN, Wis., April 22.—Woodlawn Bay resort on north shore of Delavan Lake is undergoing numerous improvements, including development of a bathing beach and erection of a new pier. Tweet Hogan and ork have been booked for the dance pavilion, opening on May 27. Spot has been leased by R. D. Sheehan.

DETROIT. — Jacobs Bros., large-scale operators, will again have the refreshment concessions in Jefferson Beach Amusement Park this season, said Charles Jacobs.



LEROY K. KRAUSS, widely known outdoor showman, who has concessions in Ocean City, Md., and Sandy Hill Beach, Md., is now installing all midway attractions and concessions in Twin Grove Park near Lebanon, Pa. Photo shows him in his office perusing a copy of The Billboard, to which he has been a subscriber during the nearly 30 years that he has been in the amusement field. "I look forward with pleasure to the arrival of The Billboard each week," he writes, "as in it I can get new ideas and learn where my friends in the amusement world are and what they are doing. I consider that much of my success has been due to my faithful reading of it."

Out Again, in Again; Cincy Coney Battles Another Flood

CINCINNATI, April 22.—Flood waters of the Ohio River, which this week covered most of Coney Island here, including the swimming pool to a depth of four feet and Land of Oz, children's playground, were receding today as President and General Manager Edward L. Schott made preparations to reinstall movable equipment and start a clean-up for the second time in three months.

Moonlite Ballroom, situated at the highest point in the park, was the only attraction untouched by water, which reached a river stage of about 58 feet.

The swollen Ohio caused cancellation of two moonlight boat rides during the week, but dances were held on the boat Island Queen tied to the dock.

Officials believe the park will be in condition for its series of Preview Days, scheduled for two week-ends preceding

the opening, May 6 and 7 and May 13 and 14.

At the first threat of flood on April 16 the management enlisted a crew that worked all night removing 75 motors, tables and benches to higher ground. Following the February flood equipment had been installed in preparation for opening on May 20.

Grossman Manager For New Riverview Des Moines Group

DES MOINES, April 22.—Irving H. Grossman, manager of Station WHO Radio Enterprises, Inc., has been named general manager of Riverview Park here and will take charge immediately to outline the season. A graduate of Drake University here, he managed the park ballroom several seasons and in 1932 was assistant park manager.

The park will be overhauled and called New Riverview Park. It went into receivership at close of the 1938 season and a new company was formed to take it over, including all rides and concessions. Members of the board are Abe Frankle, president; Harry Bookey, vice-president; W. E. Kooker, secretary-treasurer.

For the last six years Manager Grossman has been associated with Station WHO and will continue as manager of its enterprises, returning to the station for full time in the fall.

Capitol Beach Brushing Up

LINCOLN, Neb., April 22.—Capitol Beach, Bob Ferguson's amusement park here, is being brushed up for the season's bow on May 13. Park has two of its best paying concessions operating already, Harry King's Ballroom and Art Rogers' Skating Rink. Ralph Beechner, athletic coach of Lincoln High School, is again to handle the bathing pool and be general assistant to Park Manager Hoyt Hawke.

CINCINNATI.—In The Billboard dated April 8 Tolchester Beach, near Baltimore, was inadvertently placed in the supplementary list of parks. Manager Lawrence Jones advises that the spot is now a complete park, with a number of features.

Free Rides to Sea Girt Bow

BALTIMORE, April 22.—For opening of Thompson's New Sea Girt House on the Patapsco River on May 6 free taxi rides from Baltimore to the park are to be offered. Spot will have free acts, boating, bathing, dancing, rides and fireworks for its opening shot. Free acts will include Great La Favor Troupe, high wire, and an all-girl band, the Melloettes. Hotel and dining room are under management of James J. Hartlove and Charles G. Douglas, park proprietors, and concession manager and booker is John T. McCaslin. John Good has the Merry-Go-Round, pony and goat tracks, ice cream and soft drink stands. Other rides are B. Wiseman's Chair-o-Plane and Ferris Wheel and two of J. Hilgenga's Kiddie rides. Among concessions are Millard Schreck's milk bottle game; photos, Phil Schoolbrock; Jeppi's peanut and popcorn stands and F. E. Brown's string game, novelties and hot dog and hamburger stands.

Weather Hits Philly Prelim

PHILADELPHIA, April 22.—Woodside Park reopened on April 15 but bad weather has caused poor business. On the bill are Sunday concerts in Sylvan Hall, with amateur and kiddie shows on Sundays and during the week. Skating rink has been toned up. Willow Grove Park prelim opening was today. Vaudeville under direction of Frankie Sluth will be given three times on Sunday. Old dance hall has been turned into a skating rink and a new dance hall is being constructed. Sousa Memorial Electric Fountain is free attraction. Regular season will open on Decoration Day.

Moonlite Gardens Is Enlarged At Demand of Patrons in Cincy

CINCINNATI, April 22.—Moonlite Gardens, Coney Island's summer ballroom, is being substantially enlarged as one of the major improvements in the park in preparation for the season, opening with Pre-View Days on May 6 and 7 and May 13 and 14.

There will be no change in the dance floor on which about 1,500 dancers can be accommodated comfortably. A large addition is being erected to the veranda on the north side of the Gardens, fronting on Coney's lake. This will increase table and seating capacity nearly 80 per cent and will enable the management to seat comfortably more than 3,200 patrons on big nights.

N. J. Fires Being Probed

ASBURY PARK, N. J., April 22.—Fires which damaged two concessions and other structures are under probe by Fire Chief Harry Hill at Union Beach. The blazes, three of undetermined origin, occurred within eight days. First to come to attention of firemen damaged a concession owned by David La Conte, Newark. In another beach-front fire which damaged a vacant concession owned by George Sappah, Union Beach, quick work of firemen kept loss below \$200. No insurance was carried.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Pool owners and beach operators have an excellent chance to capitalize on fourth annual national Swim-for-Health Week on June 26-July 1. Martin Stern, executive secretary of the Swim-for-Health Association, has announced. It proposes to increase the number of persons participating in the sport and recreation of swimming by concentrating publicity on health value. Emphasis will be placed on a Learn-To-Swim drive.

Such a program can be indorsed by pool and beach operators who are interested in attracting more people. They can take advantage of this campaign to increase the number of men, women and especially children who desire to learn how to swim and thus interest more people in sport. Exhibitions and meets can be staged at pools and beaches during Swim-for-Health Week. Because of the swimming publicity thruout the country at that time these events will attract large numbers who will be interested in the competition. Added significance has been given the campaign by indorsement of the Amateur Athletic Union of the United States. It marks first time in the 51 years of the organization's history that anything of such a nature has been indorsed.

The AAU has appointed representatives to serve on the advisory board, which will arrange swimming and diving meets for boys and girls in hundreds of cities. This board will also work out plans for an extensive Learn-To-Swim campaign. Advisory board includes Daniel J. Ferris, secretary-treasurer of the AAU; Lawrence Johnson, chairman, AAU men's swimming committee; Mrs. Ada Taylor Sackett, chairman, AAU women's swimming committee; Paul Evans Lockwood, chairman, Metropolitan Association swimming committee; John J. Deignan, chairman, Metropolitan Association registration committee; Edward Kennedy, chairman, National Collegiate A. A. swimming committee; Louis de B. Handley, Metropolitan swimming committee; Elsie Viets, vice-chairman, AAU national women's swimming committee.

Red Cross Co-Operates

American Red Cross is also co-operat-

ing and has appointed Capt. Charles B. Scully, director of life-saving service of the New York chapter, on the advisory board.

Campaign has already opened with a barrage of publicity on selection of Alyce Jane McHenry, "upside-down stomach" girl of four years ago, as 1939 Swim-for-Health Week Girl. Wire stories on her selection were released by news services. Still photos were sent out and newsreels were made of her and released to more than 9,000 motion picture houses.

Pools all over the country will find it profitable to co-operate in this campaign and tie up with the extensive publicity campaign. They can get co-operation of local newspapers in making Swim-for-Health Week a big event in their season's activities. Pool and beach owners can use this event to good advantage by tying up with department stores or specialty shops, newspapers and community organizations.

Swimming meets for boys and girls in novice, junior and senior classes can be sponsored by the pool or beach in co-operation with the newspaper and store. Papers publicize the event and publish coupons which entitle competitors to free admissions to pools for races. Stores mention it in their advertising, take entrants' applications and offer prizes to winners of various events. The pool or beach receives the publicity and gate receipts of spectators.

Local Tie-Ups Valuable

A Learn-To-Swim campaign can be promoted during Swim-for-Health Week in a tie-up with a newspaper and stores. The paper can publish a coupon entitling the bearer to a free swimming lesson. This is valuable, for it means that all those getting coupons must purchase admission tickets to pool or beach. Operators can go a step further and arrange with stores to issue discount-rate or free-admission tickets to pool or beach with the purchase of every bathing suit. For this the store will mention the name of the pool or beach in its copy and publicity. Many people will thus be introduced to the pool or beach for the first time thru this means and will become regular patrons.

Another good tie-up is to join the AAU and thus tie in with the large amount of publicity that comes to pools and beaches that run officially sanctioned AAU meets. All meets held during Swim-for-Health Week should be under AAU sanction. In addition pools and beaches can co-operate with department stores by having the stores mention the pool not only in their advertising copy but also in window displays. The swimming instructor at the pool can write an article for the local paper on

(See POOL WHIRL on page 45)

Eastwood Is Again First To Open in Detroit Area

DETROIT, April 22.—As has been the case for the past several years, Eastwood Park was again the first resort to open here, ballroom and roller rink being put in operation last night. Other attractions will operate over week-ends. Ballroom will be dark on Tuesdays and Wednesdays.

Outdoor dance pavillon will open on May 26, when policy of booking name bands will again prevail. Plans are being made to stage a jitterbug contest, winning couple to receive a free trip to the New York World's Fair.

CALGARY, Alta.—On a recent trip to the United States Dr. O. H. Patrick, president of Calgary Zoological Society, visited several Pacific Coast zoos and arranged for interchange of surplus specimens. Recent arrivals are a pair of Brazilian guans, pair of vulturine guinea fowl and 10 California quail. Several specimens are expected to arrive in May. There is a possibility of the zoo receiving a sea lion, pair of Mouflon sheep and pair of leopards.

American Recreational Equipment Association

By R. S. UZZELL

Elwood Salsbury has closed his last park season and departed for the park which never closes and from which no visitor returns. On his way to Florida he stopped off, among other places, at St. Joseph, Mo., to visit his friends of many years, Mr. and Mrs. L. F. Ingersoll, at Lake Contrary. He told them he was quitting the amusement business for good. Little did he realize that the end was so near. He died in Washington, D. C., and his remains were returned to Cleveland for interment. Oddly enough, the city where he entered the amusement business with and for the famed Frederick Ingersoll. His first venture was at old Lake Erie Park and Casino, Toledo, with Frank Burt.

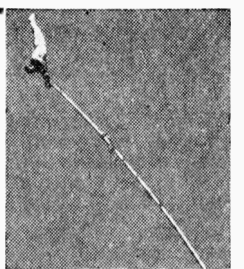
He was born in Morenci, Mich. After finishing school he devoted a short time to teaching, then became a newspaper man and magazine writer. While financial editor of *The Cleveland Press* he met Fred Ingersoll and was appointed general publicity director of the Ingersoll organization and charged with all preliminary work in subsequent promotions of the firm. In addition he supervised construction of Luna Park, Cleveland, one of the five Ingersoll Luna parks. He induced Senator Bromley to become the largest stockholder in the Cleveland park, where the senator remained an influential factor of that park until the last receivership before the final curtain. Salsbury managed the park until 1910, when he resigned and went to Europe on amusement park survey work.

Built Many Attractions

In 1912 Salsbury succeeded Fred Ingersoll as president of Ingersoll Engineering and Construction Co., of Penn.—(See RECREATIONAL on page 43)

Park Managers

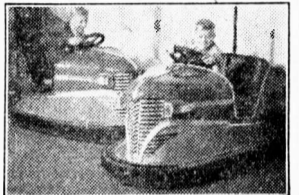
Time still available for a few more parks. Send for my illustrated folder.



Selden THE STRATOSPHERE MAN
World's Highest Aerial Act!

★ Thrills and Chills
Sensational and breath-taking, night or day, from beginning to end. No nets! No safety devices! 500 Ft. "Slide for Life." Never fails to attract large crowds.

Perm. Add.: Care of The Billboard, Cincinnati, O.



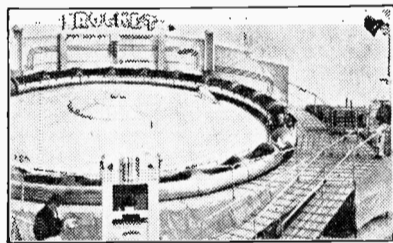
FOR A PEAK INVESTMENT BUY! NOW! LUSSE AUTO-SKOOTERS

OR WATER-SKOOTER BOATS, and EARN BIG PROFITS for your Park, Resort or Traveling Show.

LUSSE BROS., Inc.
2809 N. Fairhill St., Philadelphia, Pa.
Write for Catalogue.

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES
PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W.F. MANGELS CO. CONEY ISLAND, N.Y.

YOU SURE HAVE A WINNER Says Jack Rosenthal of Palisades Park, N. J.



The Latest and Best in the Amusement Field—RO-LO FUNHOUSES, KIDDIE AUTO RIDES.

"ROCKET RIDE has what it needs for repeat business."—O. N. CRAFTS SHOWS.
"Mighty glad I decided on Rocket."—S. J. GRAY.

"It's a Marvelous Ride . . . We Congratulate You."—KYRIMES & CALAMARES, Owners of Coney Island, N. Y., Rocket.
Permanent and Portable Types. Glistening Stainless Steel Trains. All Gear Driven—No Risky Cables. 88 Adults, 110 Children Every 2 1/2 Minutes. MODERN! NEW! THRILLING!

The Perfect Proven Ride.
BY ALL MEANS SEE "ROCKET."
ALLAN HERSHELL CO., Inc.
North Tonawanda N. Y.

ATLANTIC BEACH AMUSEMENT PARK

Atlantic Highlands, New Jersey
THE IDEAL FAMILY PICNIC AND EXCURSION RESORT.
20 Miles by Boat From the Battery, New York.
OPENS SEASON SATURDAY, MAY 27.

WANT RIDES—Ferris Wheel, Octopus, Tilt-a-Whirl, Loop-o-Plane, Pony Track, Chair-o-Plane, Walk-Through Fun House (have building), Motordrome, Kiddie Rides, Skooter or Dodgem Cars (have building).
CONCESSIONS—Photos, Arcade, Scales, Corn Game, Skce Roll, Palmistry, Custard, Popcorn, Eric Diggers, Cane Rack. All Merchandise Wheels open. What have you?
The Park Pier is now open to all excursion steamboat companies who are now booking charter excursions. The Central R. R. of N. J. run excursion trains direct to Park. Excellent bus service from Newark, Elizabeth, Bayonne and other nearby cities. Many new improvements contemplated. Free Acts, Circuses, Band Concerts, Fireworks, Shows and other Attractions scheduled throughout season. Apply

FRED H. PONTY, Manager, 276 Fifth Ave.-Suite 902, N. Y.
Tel.: Murray Hill 4-5330.
ALL DAY SUNDAYS AT PARK—ATLANTIC HIGHLANDS.



"One Ride Or A Complete Park"

The Largest Selling Major Ride Today Uzzell Scoota Boats

The outstanding permanent ride of this decade. Now in its seventh year, yet no used ones have ever been sold nor location of a single fleet changed. May be installed right on the midway, Fun House or Bldg.—Indoor or outdoor. You should investigate. Send for new circular.

R. S. UZZELL CORPORATION
130 West 42d St., New York City.
Manufacturers since 1903 of the Giant Aero-plane Swing and many other amusement rides. America's Largest Exporters of Amusement Rides

LAUGHING MIRRORS

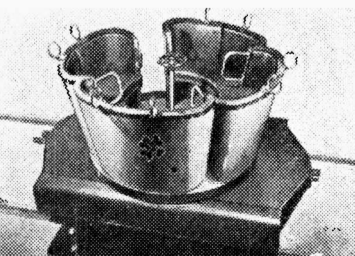
NEW DISTORTIONS AND SIZES.
GREATEST MERRY MAKER OF ALL TIME.
RENTALS ARRANGED
Write for Illustrated Folder,
DISTORTING MIRROR CO.
10 East 33d St., New York, N. Y.
Telephones: Murray Hill 4-0663-664.

PENNY ARCADES

Largest Variety of Equipment in the World. New 1939 Arcade Catalog Ready. Write Now!
MIKE MUNVES CORP.
145 Park Row, New York City.

WANTED

To Buy, Rent or Operate on Percentage Lides for Kiddies and Grown-Ups at Large Summer Resort known as "CITY BEACH," on Chesapeake Bay in Norfolk, Va., opening May 26. Write **W. T. MASON, Manager,** 704 Church Street, Norfolk, Va.



"CLOVER LEAF"

PRESENTING A NEW KIND OF RIDE THRILL
Capacity: 28 or 40 Passengers — 3 and 5-Car
Construction for
PARKS RESORTS CARNIVALS
Ride Operators are invited to visit us for a Personal demonstration, or write for FULL DETAILS.
HANNA AMUSEMENT DEVICES, INC.
Chanin Bldg., 42d St. at Lex. Av., N. Y.

DANCE HALLS!

PROTECT YOUR PROFITS
Our Patented Dance Check fits through button-hole. Cannot be removed and passed to another without destroying. Guards your profits. Priced low. \$10.00 a Thousand. Ass'd. colors, without printing. Samples on request. Order today. Made in U. S. A.

LETHERT'S NON-TRANSFERABLE DANCE CHECK
WESTERN BADGE & NOVELTY CO., 402 N. Exchange St., ST. PAUL, MINN.

This does the Trick

Dance at MARLOW'S PARK

Law of Swimming Pool Injuries

By LEO T. PARKER, Attorney at Law

NOW that swimming pools will be open soon, it is well for proprietors of places of amusement to review the cases filed by pool patrons injured the past year and decided by the higher courts.

Danger Signs

Various higher courts have held that any and all proprietors of amusement places charging admission are legally bound to investigate and discover ordinary dangerous conditions and in some definite manner notify or warn patrons of existence of such dangerous conditions. Naturally, conspicuous signs may be relied upon to warn swimmers against diving into dangerous waters.

For illustration, in *Gautier et al. vs. Gates*, 85 Pac. (2d) 141, it was shown that the operator of the resort in question, known as Pop's Willow Lake, charged admission fees for the purposes of bathing and boating. One afternoon a patron visited the resort, paid the admission fee and began swimming in the lake. The north end of the lake was generally known as the deep-water part, at which location were two diving boards. At one of the diving boards a sign had been placed showing the depth of the water to be 11 feet. The patron dived from the bank on the north end of the lake at a point some 50 or 60 feet from the sign. At the point from which he dived no sign had been placed to indicate the depth of the water. The bottom of the lake at this point was invisible and the depth there was only four or four and one-half feet at a distance of five feet from the edge of the water. The resort operator had permitted "rough and jagged" rocks to remain on the bottom of the lake and when the patron dived his head struck upon these rocks. He received a deep laceration on his forehead and his neck was sprained. He sued the resort operator for damages.

During the trial the resort operator argued that the patron was not entitled to a recovery because he was negligent in failing to investigate whether it was safe to dive into the lake from its bank. It is interesting to know that the higher court held the patron entitled to re-

cover \$1,250 damages and stated important law, as follows:

"It was the duty of defendant (resort operator) to use reasonable care for the safety of his patrons in view of the use of the premises that might be reasonably anticipated. Plaintiff as a patron of the bathing resort had the right to assume that defendant had discharged his duty and had provided a place which was reasonably safe. He was not required to make a critical inspection."

Obviously, the important question desired to be answered by all readers is: How may have this resort operator avoided liability? Here is the answer: The park operator should have placed signs at different locations informing patrons of the depth of the water, or he may have simplified his case by placing signs at dangerous locations stating: "Dangerous; don't dive here." Under these circumstances patrons who fail to heed warnings are contributorily negligent and therefore not entitled to recover damages for an injury.

Law of Trespass

Frequently owners and operators of amusement parks are sued for damages by persons injured while performing legal trespass.

Let us review the common established law in States and cities where suits of this nature have been litigated. In these localities the common law expects proprietors to use ordinary care to protect all persons against injuries. The term "ordinary care" is used in practically all higher court decisions involving injuries. Therefore it is well that readers shall know the legal meaning of this term.

Actually the courts have held that a proprietor uses ordinary care to prevent injuries when he uses that SAME degree of care that would have been used by other careful and experienced proprietors under the identical circumstances of the injury.

Some late higher courts have held that a proprietor uses ordinary care to prevent injuries if he posts "No Trespassing" signs on his property.

For example, in *Luallen vs. Woodstock*, 184 So. 183, it was shown that a proprietor did not operate a swimming pool which was situated on the premises and posted "No Trespassing" notices and signs therearound. A child who was playing near the pool fell into it and was drowned. His parents sued to recover damages, but the higher court held the proprietor not liable, and said: "Mere toleration of trespassers does not of itself alter the status of trespassers. . . . That a child as well as an adult may be a trespasser is well settled."

Now let us assume that a proprietor knows that a dangerous condition exists and a person comes onto the property legally and without notice to the proprietor. This person may be any patron, delivery person, a gas, electric or water meter reader, a State, county or city inspector or any other person who has a right to come onto the premises for a legal purpose. There is no doubt that the proprietor is liable in damages if this person is injured as a result of negligence or lack of ordinary care on the part of the proprietor or his employees. Also the same law is applicable altho the proprietor did not know that the person intended to come onto the premises, because the important legal point is: The person was not a trespasser.

Some courts have gone so far as to explain that if a property owner knows that there exists on his premises a dangerous condition he is not obligated to post a sign to notify ALL persons of the dangerous condition, but he is legally obligated to inform all persons who have a legal right to be on the premises, either by written, verbal or conspicuous sign warnings, of the dangerous condition, otherwise he is liable in damages for injuries that may be sustained by any person WHO HAS A LEGAL RIGHT to come onto the premises.

On the other hand, it is interesting to note that this court explained further that the property owner would not be liable for an injury to a trespasser if such trespasser did not in some manner notify the property owner that he intended to come onto the premises.

Obviously, this law is applicable to proprietors of amusement places altho

the land being occupied is leased and not owned.

Municipal Liability

Under certain circumstances the liability of municipalities which operate public parks is considerably less than the usual liability required to be assumed by individuals.

For example, in *Sroufe vs. Garden*, 84 Pac (2d) 845, it was disclosed that in a municipal park there is a swimming pool constructed of cement, about two feet deep at one end and 10 feet deep at the other. It has three drain pipe outlets thru which the water in the pool is drained from time to time. The water was being drained from the pool thru the drain pipe on one side which had no grating over it. The water created a suction or swift current with a downward pull as it entered the drain and a child was pulled under the water and drowned. His parents sued the city for damages and proved that children who frequented the pool for swimming had been attracted to it and frequently as the water had been drained from the pool thru the drain had played in the pool in order to experience the pleasure or thrill of the suction or pull of the water.

The counsel for the city contended that in the maintenance of its swimming pool and in respect to the duties of its officers and employees in relation thereto it is exercising its governmental powers and is not liable in damages for casualties.

Notwithstanding the fact that the parents proved that the city officials had for a long period known that children were endangered by the unguarded drains, the higher court held the city not liable and said:

"It is conceded that the maintenance and operation of a municipal swimming pool is a governmental function. . . . This position is well taken."

Other higher courts, in different localities, have upheld this law. See *Warren vs. City of Topeka*, 125 Kan. 524, 57 ALR 555, and *Perry vs. Independence*, 69 Pac. (2d) 706.

It is important to distinguish between a proprietary and a governmental function. To simplify the law it is well to explain that the terms proprietary, private and ministerial are synonymous, and that municipalities are liable in damages for negligent acts of officials and employees in these departments which result in injury to citizens. On the other hand, governmental, police power, judicial, discretionary and legislative relate to different classifications of functions, but municipalities are not liable in damages for negligent acts of officials and employees who perform any of these functions.

Private Liability

As indicated above, private individuals, partnerships and corporations are required by law to exercise "ordinary care" to prevent injuries to pool patrons, otherwise injured patrons may recover damages. And the owner of the park, as well as the operator, is legally obligated to use this degree of care. In other words, the owner of a public park cannot avoid liability in every instance by pleading that he had leased the park to the operator. While the law does not require the owner to use the same degree of care as required of the operator or lessee to prevent injuries, yet the owner cannot remain "blind" to obvious dangers.

While, of course, the owner of leased property is required by law to exercise a certain degree of care to protect patrons against injury, yet the operator is bound to exercise at least "ordinary care" in order to be relieved from liability.

The exact meaning of the term "ordinary care" has been variously defined by higher courts to constitute that degree of care which may be exercised by reasonably diligent and prudent operators of bathing beaches and pools under the identical circumstances. Thus failure to provide life guards, failure to construct the beach and apparatus, such as diving boards, platforms, slides, etc., in a safe manner has been held to be negligence or lack of ordinary care in the conduct and operation of a swimming pool or beach. Otherwise the operator is not liable.

For example, in the leading case of *Bertalot vs. Kinnare*, 72 Ill. App. 52, a patron was drowned in a swimming pool. His dependents sued the operator for damages. No witnesses were produced to testify how the accident occurred or what caused him to drown, and proof was not given to prove that the operator of the pool was negligent or in any other manner contributed to the accident. Therefore the higher court held the operator not liable.

Long Island

By ALFRED FRIEDMAN

Federal government surveys of shore erosion problems, with special concentration upon Long Island pleasure resorts, embracing greater scope than at any time in the past, were launched during the past few days. Only after Uncle Sam learned that each decade ocean-front erosion damages around the Island run into an astonishing amount that approaches seven figures did this type of surveys really acquire intensity. Jones Beach, Long Beach, the Rockaways and other local beaches have been, in the greatest part, created by the transferring of large quantities of sand from other locations to enlarge surfing facilities at great expense. Two or three good sea washouts have been enough to destroy these labors in a large measure.

Nassau County Board of Supervisors has authorized an appropriation of \$6,060 to aid Long Island Association and Nassau County Association with World's Fair exploitation. Dispensing beer and liquors from improvised establishments at the beach is taboo with State Liquor Board officials, so plans of a syndicate which hoped to sell drinkables to bathers will have to be put into the discard.

Arverne Bathing Pavilion will advise patrons to "play safe with the surf and survive" in a planned campaign for bathing safety. Freeport, Hempstead, Cedarhurst and Long Beach stadiums will all be open by the middle of June, and each is carding a multitude of varied events to extend thru summer.

Final batch of Long Island amusement folks who each year winter in Florida is back busily grooming for the season's start. Jones Beach has augmented row-boating to its program of activities for patrons. Outdoor operettas, which, with the exception of last year when they were checked in midseason by labor troubles, enjoyed abundant success, may be produced again this year at Jones Beach.

Asbury Park, N. J.

By SAM ABBOTT

Shore concessioners got a kick in the pants and a pat on the back at Atlantic Highlands when the Bayshore Improvement Association met, and it was announced that the Central of New Jersey Railroad is contemplating addition of another pleasure steamer to replace the S. S. Monmouth, which will not resume its runs from the Jersey shore to the Battery this summer.

It was added that railroad officials may be forced to retire the steamer *Sandy Hook* at the end of this summer. Monmouth County Clerk R. L. Wyckoff said representatives in Trenton were attempting to have the railroad restore two-boat service.

The association heard reports on a publicity campaign to attract tourists to seashore resorts, the chairman of the committee reporting that all boros in Raritan Bay section had agreed to cooperate in the association's advertising drive. Plan is to tell prospective visitors of the bayshore and shore area in a 16-page folder in which each boro will be granted two pages. Col. Mark O. Kimberling, superintendent of State troopers, has requested 1,000 booklets to be distributed at the 19 booths which will guide visitors to the World's Fair thru New Jersey.

Prelim work on construction of a 150-foot breakwater and installation of three jetties at Belvidere Beach is under way thru a NYA project, which will employ 75 youths and calls for improvement of the beach section from the steamboat pier west to Belvidere bathing beach.

BATHERS' KEY BANDS
and
BRASS KEY CHECKS

Highest quality obtainable. Lowest Prices. Immediate Delivery.
S. GRIFEL, 649 E. 5th St., New York, N. Y.

Send for Illustrated Circular and Prices



WANTED FOR ISLAND PARK
SUNBURY, PA.

Can place Operator with Carousel, Kiddie Ride, Shooting Gallery, Bowling Alleys, Penny Arcade and other Concessions; also large Pavilion for motion pictures. Flat rental or percentage.

AMUSEMENTS INC. OF PENNSYLVANIA
Box 46, Shamokin, Pa.

WANTED

Merry-Go-Round, Ferris Wheel, Dance Hall, Roller Rink and other Concessions in beautiful Palmer Park.

Write **JOHN D. PALMER**
3650 Dixie Highway, Pontiac, Mich.

WANTED

Man with several Concessions for Miniature Park. One that knows how to promote and put on Bingo in pavilion that seats 200. Located in Asheville, N. C., population 60,000, on the Great Smoky Highway. Address **P. W. WELLS**, Mildred Ave., Asheville, N. C.

GOOD LOCATION FOR WHIP RIDE

At North Shore Beach in Massachusetts. Arrange Rent on Percentage Basis.
A. J. HEWETT, Newburyport, Mass.

WANTED

WATER SCOOTERS AND SKEE BALL FOR LAKEWOOD PARK, PENNSYLVANIA.

Water Track ready, also Building here for Skee Ball. Address
R. GUINAN
Mahanoy City, Pa.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

DANCE HALL at Oceanside, Ore., a beach resort, is to be converted into a rink for summer crowds, to be managed by Edgar and LaVern Terry, of Nebraska.

OSCAR VAN PAEMEL, Mishawaka, Ind., reports he recently opened a rink at Chain o' Lakes in Indiana to good business. He plans to organize a roller club. New equipment has been installed. Rink operates nightly except on Mondays and matinees are held on Sundays. Tommy Earl is instructor and floor manager.

RAYMOND RUTH and Don Clever, who formerly operated roller rinks in Blair, Fremont and Onawa, Ia., opened a rink in Tekamah, Neb., on April 10.

E. R. EYER, proprietor of Eyer's Roller Rink, Anderson, Ind., reporting business good, advised he and Mrs. Eyer would leave on an Eastern trip, taking them to Cincinnati; Detroit, to attend the national amateur figure-skating championship in Fred Martin's Arena Gardens Rink, and annual convention of the Roller Skating Rink Operators' Association of the United States and amateur skate-dance competition in Earl Van Horn's Mineola (L. I.) Rink on April 27-29. They expect to visit other rinks while in the East. Mr. Eyer plans to operate two portable rinks this summer.

JOPLIN (Mo.) Skating Palace Club on April 13 elected Mildred Faunan, president; Evelyn Mix, vice-president; Helen Shirley, secretary-treasurer, and organized hockey teams for boys and girls, reports Armand J. Schaub Sr.

FRED (Bright Star) Murree, 78-year-old Pawnee Indian figure skater, was booked for appearances at Winter Garden Roller Rink, Boston, on April 20-23.

EASTWOOD Park Roller Rink, Detroit, which was opened for the season on April 21, will have the usual summer rink policy. Sigmund Ross has been booked for the organ.

PRIZE winners in a circle waltz contest in Trenton (N. J.) Rollerdrome on April 16 were Betty Wallace and Chester Mosley, first; Virginia Fedele and George Sticka, second; Helen Gulgen and Michael Hahn, third, reports B. W. Mar-

ten, manager. Club contests were also held, the Gems being best dressed and Rolling Cadets having biggest attendance.

COLONY SURF CLUB, West End, N. J., is to have a skating rink with an attendant in charge to teach beginners. Idea of a rink in connection with a modern club is said to be an innovation along the Jersey shore.

WAVERLY BEACH BALLROOM, Appleton, Wis., inaugurated roller skating on April 18 and is offering it Tuesday and Friday nights and Sunday afternoons.

LARRY CHRISTOFF, floor manager and hockey coach in Coliseum Roller Rink, Washington, died April 1. Details in the Final Curtain in this issue.

ALTHO official opening of the park is scheduled for next month, roller-skating enthusiasts welcomed opening of the rink in Sans Souci Park, Wilkes-Barre, Pa., last week.

ROLLING CLOUDS, who recently played Eagles' Lodge, Allentown, Pa., have added a man, reports Bob Miller, member of the act.

Response to Criticism

By CYRIL BEASTALL

DERBY, England.—In his letter in *The Billboard* of March 11 Clarence J. Melody, Detroit, in referring to my statements anent the future of roller hockey in the issue of February 25, missed the mark and referred to matters not in question. In fairness to the better class of American roller rink managements, I now emphasize my contention that their methods have never been regarded as inferior to the practices of our European operators, and Mr. Melody will find, upon due reference to the article in question, that no criticism of American methods of management or of fancy skating or roller speed skating was hinted at. I merely criticized roller hockey promotions—and what I said still goes!

The so-called NSA of America never was any real asset to our sport in general. This is a confirmed opinion and its promotion of hockey proved a failure. Why? It tried to run before it could walk, had no representative organizing and it promoted on lines which never could hope to maintain a financial success in roller rinks. As a special separate attraction, apart from ordinary rink operations, that kind of promotion might draw for a time, but I am concerned only with roller hockey of the brand which can be used in the ordinary rink operator's program, and professional games cannot be staged to a financial success.

Therefore, why not try to see the possibilities of the purely amateur game, the only brand which can ever be of interest to the operator and skater alike? If ever America wakes up to the fact that amateur games of shorter duration than known hitherto on that side of the big pond and with less rough stuff and more artistry in evidence can be made an attractive interval to the ordinary evening session, say twice per week, then folks over there will be getting wise to something I have long tried to tell of.

A gentleman who played roller polo in Milwaukee for some years and who is one of the most knowledgeable personalities in roller skating tells me that in one season it was recorded that seven polo players were killed. Now who was the guy who said something about the game not being rough? Nearly every rink manager of repute over there informs that he won't have hockey because of the rough and dangerous play and I have it in black and white here. So it seems that your version of what we here call roller hockey is not very acceptable to America's leading rink operators or to the average British skating enthusiast, who prefers the kind of game in which one may participate without fear of serious injury.

I was glad to note a recent comment from Ed Moor about roller polo. Yes, E. M., it is roller polo we play here and I knew that the game had been played in the States for 60 years or thereabouts, but you might realize that pro games have never held the stage here and I have always regarded the game as purely amateur when referring to it in my notes, as I imagined you knew.

RECREATIONAL

(Continued from page 41)

sylvania, which he managed from New York City until 1918, when, with T. M. Harton, Pittsburgh, he purchased all of its properties which were then operated by Harton and Salisbury until closed out.

Thru the Ingersoll connection he met and formed an association with John A. Miller, of the Coaster business. Before incorporating the John A. Miller Co., with offices in Detroit, he promoted the Bridgeport (Conn.) park on Pleasure Island in association with Miller and Baker and with Fred W. Pearce as a large concessioner and president of the transportation company which ran the boats to the island. He obtained a Coaster concession from Milford Stern in Detroit, which contract he sold to Fred Pearce for \$5,000, who took in \$100,000 on that Coaster in one season. Fred has always said it was the best thing he ever had. Elwood and John Miller had for a time the exclusive selling rights on the Tilt-a-Whirl for Selner Bros., of Faribault, Minn.

This one-time school teacher had to do with the building of a large number of amusement parks and park attractions thruout the United States and Canada. He built Geauga Lake Park, Cleveland, for H. H. Hammond and associates. With Ingersoll he ventured into a number of picture theaters in the early days of that game. In 1907 he and Louis Becht, Cleveland, installed the Republic of that city on Euclid avenue, one of the first picture theaters there. In 1915 he built the Rex Theater on Cathedral parkway, New York City. During the World War he devoted considerable time to the production of big-time vaudeville acts.

Produced Ballet Specs

In Exposition Park days he produced some of the largest ballet spectacles of that time. After his Toledo days whatever he did or wherever he went he always returned ultimately to Cleveland, Pittsburgh, New York City, Bridgeport, Detroit, Florida and other places claimed him only for a time, when he would take the homeward trail to the Ohio city on the lake.

At Detroit he connected with Kling to convert the valuable brewery property into an amusement area after prohibition, only later to be ousted by the city with all other waterfront amusements to make room for the city park beautification. Once at Bridgeport on the inception of that venture he told your author that "My wanderings are done; here I make my home and really begin to live." The break of the war boom flattened the munition city and the park. He always came up smiling and planned anew. From 1904 to 1939, just half of the allotted time of man, he spent with us and among us.

GALVESTON, Tex.—Beach Amusement Park, Inc., has filed incorporation papers at the State capital. Incorporated by A. J. Adams, O. E. Voigt and Frank Maceo, properties of new company comprise several concessions on Galveston Beach, including Crystal Palace.

"LA ARGENTINA"

(Continued from page 36)

opening here of the show May 1. Show will have a big spec entitled *La Argentina*, which is being whipped into shape by Rex de Rosselli, the producer.

A street parade will again be one of the popular features. A new animal den with tank has been built for a baby hippotamus recently added to the menagerie.

Lighting of the big top promises many innovations. Details and plans were worked out by Tom Poplin, superintendent of lights.

Ora O. Parks, general press agent,

spent several days in quarters last week. Allen J. Lester, contracting press agent; Rex de Rosselli and Frank Hunter, story men, were recent visitors before starting their duties.

Frank Mayer, in charge of the official program, and Jess Murden, manager of commercial advertising, have returned from the East. Recent visitors were Ray Marsh Brydon; Jack Stevens, of circus and museum fame, and Lester Rogers, of Steubenville, O.

Signed for Cole Show

CANTON, O., April 22.—Francis O'Connor, armless girl, and mother, of Los Angeles, and Maurice Eugene, sword swallower, formerly of the Al G. Barnes Circus side show, have contracts with Duke Drukenbrod's side show on Cole Bros.' Circus.

Anthony Dunn, formerly boss of side-show canvas with Hagenbeck-Wallace Circus, will be with the Cole kid show in the same capacity. Jimmy Cotton also is under contract with the show. Tom Oliver and Pete Staunton will be inside lecturers.

GAINESVILLE SET

(Continued from page 36)

night, and a horse show and a live-stock show will be special features. A dozen cities are sending duchesses for crowning of the circus queen, being selected from six girls sponsored by local civic clubs.

Circus Fans are coming from a distance. Burt Wilson, of Chicago, has advised he will be present. CFA Holt Massey, of Waco, has made reservations for a party of five; a delegation is coming from Houston and another from Wichita Falls.

The souvenir program is out and has a four-color cover and 20 pages, including pictures of new acts, the nine-year route, history of the show and other features. It was edited by A. Morton Smith, founder and program director of the show, who is set to tell the story of the circus on the *We, the People* radio program in New York some time in May.

The big top went up Wednesday with new sideward and rehearsals will continue each night until the opening. An Acme Newspaper photographer is due from Dallas Sunday to make numerous pictures of performers in action. Jimmy Laughead's Associated Press pictures recently were well circulated in rotogravure sections of leading dailies thruout the country.

WPA CLOSES

(Continued from page 36)

of J. P. Henderson, band leader, and her son, Herbert.

Managing Director Burns O'Sullivan and his staff conferred early this week with George Crowley, technical director of the Federal Theater Project, on plans for new costumes. There is to be a new clown number on "Ferdinand the Bull," reports Wendell J. Goodwin.

MATRELLO, NEW

(Continued from page 36)

rick. Clowns, Waltz and rear, Phyllis Johnson, Juggling, Acevedos, Pony drill, Deilrick. Comedy acrobats, Bertha Matlock, Fay Avalon, Fay Walcott.

The Staff

Frank Chicarello and W. M. Matlock, managers; Art Windeker, general agent; H. E. Leeman, secretary-treasurer; Edward (Whitey) Versteeg, electrician, with a 7½-kw. and a 20-kw. light plant; Edward Brannon, billposter; Merle E. Rittenour, big show ticket seller; Lloyd Griffin, side show ticket seller; Patrick Graham, cookhouse and superintendent of concessions; Raul Velarde, band director; Ed (Happy) O'Connell, superintendent of props.

A side show is carried.



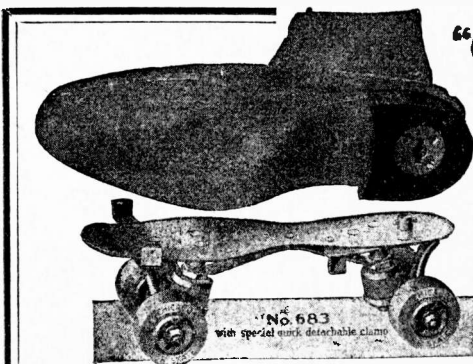
RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

SKATING RINK TENTS
SHOW AND CONCESSION, NEW & USED TENTS.
CAMPBELL TENT & AWNING CO.
Monroe at Third, Springfield, Ill.

WANTED
2 PORTABLE SKATING RINKS
A-1 Condition. Give size. Send photo. State Cash price in first letter. No junk wanted.
E. R. EYER
EYER'S ROLLER RINK, Anderson, Ind.

WRITE FOR PRICES ON SKATING RINK TENTS
Fulton Bag & Cotton Mills
ATLANTA ST. LOUIS DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY KAN.

Tramill Self-Locking Sectional Floors
Can and are being used in buildings as well as under tents. Send 10 cents for information on our sectional floors and special rink tents. They are getting the money everywhere. Have built portable floors over 25 years.
TRAMILL PORTABLE SKATING RINK CO.,
3900 East 15th Street, Kansas City, Mo.



"CHICAGO"

Quick Detachable Clamps. On or Off in a Jiffy. You Need These

PROFESSIONAL SKATES

Write for Catalog of Complete Line — Loud Speaker System — "Hold Fast" Powder — Repair Parts — Prompt Service.

CHICAGO ROLLER SKATE CO. 4427 W. LAKE ST., CHICAGO, ILL.

Moves Are On in Davenport To Guarantee Future of MVFE

DAVENPORT, Ia., April 22.—Unless someone comes to the rescue soon, Mississippi Valley Fair and Exposition grounds here will go under the hammer at sheriff's sale. The plant, built a few years ago, includes 85 acres and with a grand stand seating 5,600, representing an original investment of \$555,000. Part of this amount was raised thru a stock and bond issue and balance by mortgages.

Bondholders are in for \$85,000, and the Liquidation Corp., which took over assets of the defunct American Savings Bank in Davenport, holds a mortgage of \$110,000. Corporation foreclosed, and now a sheriff's sale has been ordered to satisfy the other creditors.

H. W. Power, receiver for the fair and treasurer of Mississippi Valley Fair and Exposition Co., which operated the annual, declared that legalized horse rac-

ing with pari-mutuel betting would put the association on its feet if the Legislature, now in session, would pass such a law. As the Assembly is about due to adjourn, there appears little hope that such legislation will be brought about soon. Meetings of farm organizations and business men will be held in the hope of saving the fair.

"First Citizen" Abbott Toasted by Hamburg, N.Y.

HAMBURG, N. Y., April 22.—George Burwell Abbott, "Friend and Counselor to an Entire Community," high-ranking official of Erie County Fair, was testimonialed last week by Hamburg Chamber of Commerce, which presented him with an illumined testimonial, in which he was termed "a distinguished citizen of Hamburg and beloved leader in civic progress."

J. C. (Jake) Newton, of the fair, who is president of New York State association of fairs, served as general chairman and toastmaster. William J. Haberer, C. of C. president, delivered the keynote, and other speakers were Perry Thorn, Richard Persons, Dr. Frederick J. Moffitt and Abbott's son, Burwell M. Ralph Thorn handled the publicity for the fete, which was the chamber's "George B. Abbott Night."

Several hundred attended to pay their respects to Abbott, one of the most popular fair men in the country.

Utah Budget for Premiums Is Given Boost of \$4,000

SALT LAKE CITY, April 22.—Utah State Fair board has re-elected officers and approved a premium budget of \$22,000, \$4,000 larger than that of last year. The 1939 fair will be held two weeks earlier than usual to take advantage of expected good weather and for the first time in its history will not be held at the time of the fall semi-annual conference of the Mormon Church.

Meeting in the State Capitol headquarters of the fair association, these officers were renamed by directors: A. G. Mackenzie, Salt Lake City, president; Charles H. Smith, Centerville; J. Ray Hinchcliff, Ogden, vice - presidents; George S. McAllister, Salt Lake City, treasurer; Ernest S. Holmes, manager, and Martha E. Gibbs, secretary, both of Salt Lake City.

FAIRFIELD, Ala. — Fort Smith was elected secretary-manager of Fairfield County Fair, succeeding Cecil Ficquette.

New Departure in Birmingham

By J. WARREN LEACH
Executive Vice-President, Alabama State Fair and Exhibition Association

BIRMINGHAM, April 22.—A new departure in the method of staging agricultural exhibits is to be made at the 1939 Alabama State Fair here. Competent attendants will be placed with each exhibit to discuss individual problems with the farmer and to stress improvements that could be made on the farm as well as those already made. We want the fair to show what can be done as well as what has been done, and in this respect we have the full co-operation of Alabama Polytechnic Institute, the State's agricultural college and experiment station.

I have become enthusiastic about the service a fair can and should render to its community by providing one common meeting ground for residents of urban and rural sections and in enabling the people to see the best products of both farms and factories. G. T. Wofford, new president of Alabama State Fair and Exhibition Association, came into the picture by virtue of having to take over a \$150,000 mortgage on the property. Alabama Fair last year employed 360 persons and had an attendance of 239,362. Indorsement of the fair was voiced at the reorganization meeting by several speakers, including James A. Jones, president of the City Commission; Secretary Foster,



R. D. (DUKE) MOLESWORTH (right), secretary-manager of North Iowa Fair, Mason City, is shown on a recent week-end visit to the Art B. Thomas Shows in Lenox, S. D., with John Dorland, shows' general agent. Also in the photo are Boots and Patsy, lion cubs of Dorland's wild animal show being built for the organization. Large variety of individual wild animals will be shown in a 10-cent walk-thru. WPA crew of 95 has started on a 90-by-200-foot Merchants' Building, expected to be completed for the 1939 North Iowa Fair.

Boxing Bear Boss Gets Big Award for Injuries to Bruin

ALBANY, N. Y., April 22.—Judgment for \$12,500 against Central Greyhound Bus Lines, Inc., for injuries sustained by Willie Walldorf's dancing and boxing bear, was affirmed here yesterday by the Court of Appeals.

The bear was being transported in a car which crashed with one of the buses at Highlands, N. Y., and was injured to such extent, it was alleged, that it will no longer be able to perform.

Gustave Walldorf, brother of Willie, was also involved in the crash. He obtained judgment for \$5,000 against the bus line for injuries, which was also affirmed by the Court of Appeals.

ALTOONA, Pa.—Bill Snyder, vet St. Petersburg (Fla.) newspaper man, has been appointed publicity director for Altoona Speedway for the 1939 season. The Speedway is to have a new coating of liquid asphalt for the AAA-sanctioned auto contests.

Badger Execs Talk Shop at 2 Regional Meets

NEILLSVILLE, Wis., April 22.—Speakers at a regional meeting of Wisconsin Association of Fairs here April 12 included A. W. Kalbus, Milwaukee, associate director of the State fair; Ralph E. Ammon, director of Wisconsin Department of Agriculture and Markets; W. A. Uthmeier, Central Wisconsin State Fair Association, Marshfield, who spoke on midway rules and regulations; James G. Fuller, Madison, who discussed health department rules on temporary eating places, and President William T. Marriott, Baraboo, who spoke on State aid and WPA legislation.

Addressing the afternoon session in the Armory were Mrs. G. E. Stoddart, Beaver Dam, on the "Fight the Cancer" exhibit; Ben F. Rusy, Madison, on general fair suggestions; F. W. Duffee, Madison, on horse-pulling contests, and Julius Cahn, Luxemburg, on The Tampa Fair. Dinner at noon in the GAR Hall was in charge of Secretary Harold Huckstead, Clark County Fair.

Shawano Board Is Host

SHAWANO, Wis., April 22.—President William T. Marriott, Baraboo, presided at a regional meeting of Wisconsin Association of Fairs in the Utility Building here on April 13. Dinner at noon in the Bilmay Hotel was in charge of Secretary Louis W. Cateau, Shawano County Fair. Midway regulations were discussed by William Eldridge, Plymouth; horse-pulling contests by F. W. Duffee, Madison; eating-stand rules by B. A. Honeycombe, Madison, and exhibits depicting the fight on cancer by Mrs. G. E. Stoddart, Beaver Dam.

John T. Omernick presided at the afternoon session, and speakers and subjects included Herb G. Smith, De Pere, Fair Observations; Julius Cahn, secretary of Kewaunee County Fair, Luxemburg, The Tampa Fair; A. W. Kalbus, Milwaukee, Attendance Survey, and President Marriott, State Aid and WPA Legislation.

La Porte Books Big Program For 1939 Grand-Stand Show

LA PORTE, Ind., April 22.—Program for five-day La Porte County Fair here has been completed with booking of grand-stand attractions and Johnny J. Jones Exposition for the midway, reports Secretary J. A. Terry.

Acts contracted for thru Barnes-Carruthers Fair Booking Association include Great Fussner, Hill-Wilbur Combination, Monroe and Grant; Naida and Perez, who will have two acts, and Emerson's Mountaineers.

WLS artists, booked thru Earl Kurtze, of WLS Artists' Bureau, will be featured on the final night. There will be four days of harness racing.

WPA Funds to Orange Show

SAN BERNARDINO, Calif., April 22.—An improvement program to cost about \$500,000 was started at National Orange Show grounds here on April 19. Funds were obtained thru a WPA grant and will be used for construction of buildings and two quarter-mile race tracks, athletic field and beautification of the 72-acre grounds. W. C. Shay is in charge of work.

Exhibit Hall for All-Iowa

CEDAR RAPIDS, Ia., April 22.—An exhibit hall, 108 by 260 feet, costing \$30,000, will be built at Hawkeye Downs, formerly Frontier Park here, as voted by city council on April 13. Bonds will be floated to pay for the structure, intended to house 4-H Clubs, farm bureaus from 17 counties in Eastern Iowa and industrial exhibits for the 1939 All-Iowa Fair and Junior Live-Stock Show. When Frontier Park passed out a few years ago the property was taken over by the city, renamed Hawkeye Downs and used for motor races and similar sport events. WPA labor built several large stock barns and made other improvements. Fair Manager Charles D. Moore said he had again booked Ernie Young's revue for the night show and will have a carnival, harness and running races and outdoor acts.

Track Property In Detroit To Be Midway in 1939

DETROIT, April 22.—Use of the race track and grand stand was assured Michigan State Fair for the first time in about six years by action of the State administrative board on Tuesday. Action was taken with consent of Detroit Racing Association, leasing the track, in return for wiping out a \$77,000 debt of the association to the State, which would amount to a book appropriation of that amount for fair investment.

President Clarence E. Lehr, of the racing association, said the last fair administration violated the lease by refusing to allow race patrons to pass thru the fairgrounds, taking three and a half acres of racing property and destroying a 150-horse barn.

The returned property will be used for a trotting meet and for the carnival midway at this year's fair, Dr. Linwood W. Snow, State fair manager, said. The race track will return to the fair upon expiration of the lease, and it was disclosed that improvements worth \$350,000 have been made to it by the racing association and which will revert to the fair.

MAFA Program Lined Up For Meeting in Worcester

WORCESTER, Mass., April 22.—At the annual spring meeting of Massachusetts Agricultural Fairs Association in the Hotel Bancroft here on April 26 speakers programed are Frank H. Kingman, Brockton; Joseph King, Northampton; Arthur E. Gleason, Greenfield; W. H. Hepsley, Bradford; Harry Eddles, Marshfield, and Carl Johanson, Acton.

There will be discussion on concessions and ground rentals under leadership of Robert P. Trask, Topsfield, and Ruth McIntire, extension specialist, recreation, Massachusetts State College, Amherst, will speak on Attractions for Grange and Community Fairs. William Casey, Massachusetts commissioner of agriculture, will be a guest.

WAYCROSS, Ga.—First annual six-day Southeast Georgia Fair will be held here this year under auspices of the American Legion Post. Officers are Walter Thomas, manager, assisted by Dr. H. J. Carswell; George U. Gates, secretary; George M. Bazemore, treasurer.

MELBOURNE, Ark.—Izard County Fair Association elected R. L. Blair, president; G. H. Miller, vice-president; Mrs. Sam Clem, secretary-treasurer.

"Law on Swimming Pool Injuries"

In this issue, in the Park Department, is the 15th of a new series of legal opinions of special interest and benefit to people in the park and pool fields. One of these articles appears in the last issue of each month. The author is Leo T. Parker, writer and lawyer.

Grand-Stand Shows

THREE nights of the 1939 Memphis Cotton Carnival will be featured by Thearle-Duffield fireworks, said Russ Brieche, president, and Ike Myers. Art Brieche will direct displays.

KOSSUTH County Fair, Algona, Ia., will celebrate the 81st anniversary of its inception this year with a Thrill Day program staged by Frank Winkley's Suicide Club, harness racing, Sloan's Auto Races, Barnes-Carruthers acts and Thearle-Duffield fireworks, reports Fair Secretary E. L. Vincent.

ERNIE YOUNG reports his revue has been contracted for Van Buren County Fair, Hartford, Mich., and Ozark Empire District Fair, Springfield, Mo., and entire grand-stand shows for Allen County Fair, Ft. Wayne, Ind.; Winnebago County Fair, Oshkosh, Wis., and Calumet County Fair, Chilton, Wis. He has booked Duncan's Collies and the Three Reddings for Allegan County Fair, Allegan, Mich. Flash Williams has been contracted for Thrill Day at Missouri State Fair, Sedalia.

NUMEROUS contracts for fairs in Virginia and the Carolinas have been made for Smith's Superba Band, bookings being thru George A. Hamid, Inc., reports Hugh M. Smith. Negotiations are on for five or six weeks of park engagements prior to opening of the fair season on August 1.

BILL MARTIN, of John B. Rogers Producing Co., reports that Harrod Community Fair, Greensburg, Pa., has contracted for an outdoor spec, the fair's first attempt to stage an outdoor show. Raymond A. Amalong is fair secretary.

Fair Grounds

COLUMBUS, O.—A bill to legalize night horse racing was shunted to a subcommittee of the Senate judiciary committee after track operators, fair executives and horse breeders declared it would ruin the sport in Ohio. The bill would increase from 45 to 100 the number of days a track could operate in a year and would permit two tracks in the same county to operate at the same time.

WEYBURN, Sask.—Improvements are to be made on gates and approaches to Weyburn fairgrounds. Prizes will be awarded children for essays on how to improve the fair. Arrangements are under way to have a letter-canceling machine installed to stamp outgoing mail with fair dates.

BENTON, La.—Bossier Parish police jury has agreed to join other civic bodies in establishing a permanent plant for the annual parish fair in Plain Dealing, voting to give \$2,000 to match a similar gift from the school board to start a fund. Vernon Mayer is committee chairman.

CALGARY, Alta.—Construction of two horse barns and additional accommodation for race horses will start soon on Calgary Exhibition grounds, buildings to be completed in time for this year's event. Board has arranged to borrow \$46,950 from the government.

ALGONA, Ia. — Bloom's Gold Medal Shows have been booked on the midway for the 81st annual Kossuth County Fair here this year, reports Fair Secretary E. L. Vincent.

LEIPZIG, Germany. — Attendance at Leipzig Spring Fair on March 5-13 was 331,256, 9 per cent greater than in 1938, and exhibits numbered 9,894, 4 per cent more than last year.

GOSHEN, Conn.—Goshen Fair Association has purchased 50-acre grounds on which the annual has been staged for the past 25 years and plans to erect an exhibition hall, reports Louis Campbell.

HARWINTON, Conn.—Harwinton Agricultural Society plans to build a second floor to its 40-by-80-foot exhibition hall, to be used for school and 4-H Club exhibits, reports Louis Campbell.

COLUMBUS, O.—A county agricultural society is not entitled to receive funds from the county treasury to assist in financing a county fair without first securing a certificate from the director of agriculture, according to a written opinion by Attorney-General Thomas J. Herbert. Request for the opinion was made by Director of Agriculture John T.

Brown as result of disputes between competing agricultural societies in certain counties. It was further ruled that a county auditor does not have the right to draw his warrant on the county treasurer in favor of an agricultural society from which the director of agriculture has withheld a certificate.

BAY CITY, Tex.—Matagorda County will have a fall fair for the first time in several years. Special committees of Bay City and Palacios Chambers of Commerce named F. O. Montague, county agent, general chairman to start work for permanent organization and to select a site.

MADISON, Wis.—Three measures relating to fairs are before the Legislature. One, introduced at request of the department of agriculture and markets, relates to disorderly conduct on the State fairgrounds. Second seeks to exempt the State fairgrounds from beer licenses, and third would make regulations on the State fairgrounds subject to State laws rather than municipal or county ordinances. Senate committee on education and public welfare has recommended nonconcurrence of a bill passed by the Assembly which would correct the definition of a restaurant so that the State board of health would have power to regulate temporary eating places which operate less than three days.

REGINA, Sask.—Horse shows at Winter Fair in Queen City Gardens here on March 28 and 29 drew capacity houses both nights, said Secretary J. G. Robertson. Special attractions were drills put on by the Royal Canadian Mounted Police. Live-stock exhibits were good.

Frank Wirth Down for 7 Acts in WF Villages

NEW YORK, April 22.—Frank Wirth Booking Association has sold seven acts to shows and villages at the New York World's Fair as follows:

Frank Buck's Jungleland—Capt. Roman Proske's Tigers; Reuben Castang's Hollywood Chimpanzees, Frisco's Seals and Lamont's Cockatoos.

Ballantine's Three-Ring Restaurant—Ben Yost Varsity Eight.

Merrie England Village—Christiansen's Horses and Olga's Great Danes.

Frank Wirth announced a grand-stand contract awarded to him by Tasley (Va.) Fair.

Iowa Pay Cut Move Dropped

DES MOINES, April 22.—A measure to cut compensation of the secretary of Iowa State Fair here was introduced in the State Senate this week and then withdrawn. Senator Charles B. Hoeven (Rep., Sioux) started a move to reduce the salary of Secretary A. R. Corey from \$5,000 to \$3,600 a year. Senator Leo Elthon (Rep., Worth) secured adoption of a substitute setting the salary at \$3,000 plus use of home and car. Elthon then offered a rider making the \$60,000 appropriation for the fair board contingent upon acceptance of the decreased salary. Elthon and Hoeven joined in withdrawing all amendments, saying their "purpose had been served."

N. C. Annual in New Hands

TARBORO, N. C., April 22.—George A. Hamid, New York, and Norman Y. Chambliss, Rocky Mount, N. C., have leased buildings, name and good will of Coastal Plain Fair here for a five-year period, with privilege of renewal for three years at expiration of the original lease. Improvements are planned for grand stand and grounds, to include erection of new wire fencing, repairs and repainting.

UPTON, Mass.—Following announcement last week that Sturbridge Fair would be discontinued after 84 years came the statement that the annual Upton Town Fair, a 71-year-old event, would pass out of existence next fall. Upton Farmers' Club, sponsor, voted to discontinue the fair because of insufficient ground space and diminishing public support. George O. Taft was re-elected president and Ernest I. Bentley secretary and treasurer.

RISK PLAN

(Continued from page 40)
concessioners therein are urged to forward without further delay question-

naires previously sent them by Secretary Hodge.

"The 10 per cent discount available to all members of the association from bureau rates, except where minimum rates are fixed by State laws or profit-sharing plan is prohibited, with the same experience credits previously enjoyed by individual operators allowed and where permitted by law, the entire 25 per cent charge for additional interests which has been imposed by previous carriers where there is a common interest, such as between owner and concessioner, lessee and concessioner or owner of park and lessee-operator of park has been eliminated, and the substantial dividend enjoyed by 1936 policyholders has created much interest among amusement men," said Secretary Hodge.

Helpfulness Is Shown

"The association, thru its latest achievement, has solved a problem which has worried hundreds of operators during the past few years when gross receipts were on the downgrade and yet minimum premiums and bureau rates moved forward by leaps and bounds with no apparent justification because losses were in proportion to the decrease in gross receipts so far as operators were able to ascertain. With bureau rates still so high as to force many operators to be either self-insurers or to take a chance with questionable companies, it is most gratifying to the NAAPPB to realize that its plan has been so helpful to countless owners and operators thru-out the country.

"The Associated Indemnity Corp. of California, which was selected by the association's special liability insurance committee, enjoys an A-1 rating in Best's Insurance Reports, which is the highest rating employed by Best. This company is headed by L. S. Moorhead, who has had wide insurance experience over a period of years. Mr. Moorhead is not only an outstanding insurance executive, but is also up to the minute in his knowledge of current conditions and best insurance practice. He is surrounded by an exceptionally able staff of executives and experts who, together with him, have made a splendid record for this company in its more than 17 years of existence.

Inspection Time Short

"This company weathered the depression in exceptional shape and has shown a substantial growth since the bottom in 1932, due, in a large measure, to its exceptionally low operating cost which reflects its exceptional management ability. It maintains outstanding claim and inspection facilities all over the United States and maintains offices in many leading cities. The exceptional record for 1936, 1937 and 1938 is adequate proof of this company's ability to properly handle amusement park business at low cost to the operator. As has been previously stated, the initial rates were 10 per cent below the standard bureau rates, except where minimum rates are fixed by State laws or profit-sharing plan is prohibited, and under the participating feature of our plan an additional saving was effected for 1936 policyholders. In addition, the elimination of the 25 per cent additional charge for contingent liability brought the savings of some operators above 35 per cent."

Secretary Hodge said the time is getting short to allow proper inspection of new risks and urged all operators interested in 1939 coverage who have not already done so to send in their questionnaires to him.

POOL WHIRL

(Continued from page 41)

the health value of swimming. He might also give a radio address on pool or beach participation in Swim-for-Health Week, stressing the health value of swimming.

More than 300,000 official four-color posters of Swim-for-Health Week have been printed to be displayed in over 25,000 department stores and specialty shops, swimming pools, etc. They are purchased by manufacturers and jobbers for distribution to stores. Similar posters can be secured by pool and beach owners and have ample space for a pool's imprint to be inserted. In addition 1,000,000 poster stamps have been issued

for use on letterheads and backs of envelopes.

Pool and beach owners benefit greatly during Swim-for-Health Week thru the large amount of advertising purchased in local newspapers by department stores and other types of merchants selling summer apparel and accessories. These advertisements, altho stressing values of the stores' beach merchandise, emphasize the importance of swimming for health. It results in increasing the number of persons desiring to participate. This means increased attendance at pools and beaches. All local events will be backed by national publicity in newspapers, newsreels and over radio.



Fair Secretaries, A few weeks still available. No Nets — No Safety Devices! Finishing with a 500-foot "Slide for Life."

THRILLS Seldom AND CHILLS! THE STRATOSPHERE MAN

World's Highest Aerial Act.

A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. A great finish to your Grandstand Program. Permanent address, care of THE BILLBOARD, Cincinnati, Ohio.

50th ANNIVERSARY


THE GUS SUN BOOKING AGENCY

Sun's Regent Theatre Bldg., SPRINGFIELD, O.

FAIRS! COMPLETE REVUES SCENERY LIGHTS RODEOS Sensational ACTS CIRCUS'S

SUN BOOKS Everything UNDER THE SUN **BUY NOW! SAVE**

JAY DEE THE GREAT THE OLD APE MAN



Amazing Trapeze Novelty, 100 Ft. High, New and Thrilling. Presenting a terrifying appearance in his Ape Costume. Available for Parks, Fairs and Celebrations.

JERRY D. MARTIN, Care The Billboard, Cincinnati, Ohio.

Platte County Fair

Wanted Carnival, Rides and Concessions.

PLATTE COUNTY FAIR, AUGUST 30, 31-SEPTEMBER 1-2, 1939.

J. FRANK SEXTON, Secy., Platte City, Mo. WALTER FOX, Concessioner, Platte City, Mo.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the **WHOLESALE MERCHANDISE Department**

THIS WEEK and EVERY WEEK

SPRING MILL FAIR

JULY 5 to 15, 1939, CONSHOCKEN, PA.

Largest Independently Booked Fair in the East.

S. M. GLASS, 131 E. 14th Ave., Conshohocken, Pa.

IAS Holds Open House

"Get acquainted" event draws over 150—lunch, dancing are features

ST. LOUIS, April 22.—Over 150 show-folk attended International Association of Showmen's open-house party in the clubrooms in the Maryland Hotel here on April 14. "Open house" was the occasion for many visiting showmen to get acquainted with IAS members still "holding down the fort" in the city. Lunch and refreshments were served (See IAS HOLDS on page 54)

Rain Curtails Hennies Bros. Ft. Smith Biz

FORT SMITH, Ark., April 22.—Rain hampered the Hennies Bros.' Shows' opening here on April 15. A "tin can" matinee brought out thousands of kids who were co-operating with the Junior Chamber of Commerce in a Clean Up and Paint Up campaign. Cans were good for free rides on the Ferris Wheel. Haulers had just removed the fifth truck load when rain hit. Monday also was (See RAIN CURTAILS on page 54)

O. C. Buck's New Show Shoves Off In Portsmouth, Va.

PORTSMOUTH, Va., April 22.—Featuring a new and more attractive organization after the disastrous fire of 1938, the O. C. Buck Shows concluded the first three days of a nine-day stand here on April 15 under VFW auspices to cool weather and light business, reports John W. Wilson. Shows didn't open on Wednesday night as scheduled because of the soft condition of the lot. Small lot forced two shows and rides (See O. C. BUCK'S on page 54)

Good Crowd, Staff Changes Mark Hyde Inaugural in N. C.

STATESVILLE, N. C., April 22.—Eric B. Hyde Shows inaugurated the 1939 season here on April 18 with more than 8,000 paid admissions going thru the new marquee. Shows, rides and concessions shared in the generally excellent night's business. Opening, scheduled for Monday night, was postponed when a northeaster swept Central North (See GOOD CROWD on page 54)

First Three Dates Send Heller's Acme Off on Right Side

DANVILLE, Va., April 22.—Heller's Acme Shows concluded a week's stand here last Saturday to satisfactory results under American Legion Post Drum and Bugle Corps auspices after successful week engagements in Greenville and Easley, S. C. under Disabled American (See FIRST THREE on page 54)

Texas Stands Okeh For Flying Millers

MEXIA, Tex., April 22.—On the road under their own name for the first time this season, the Flying Millers Midway Attractions wound up a profitable week's engagement here on April 15. Shows moved in from a successful opening stand in Marlin, Tex., which they concluded on April 8, under American Legion Post auspices. Staff includes Chris and Fred Miller, (See TEXAS STANDS on page 61)



MAYOR J. K. (JIM) JORDAN (right) was on hand for official opening of Hennies Bros.' Shows in Fort Smith, Ark., on April 15. He is pictured cutting a ribbon at the main entrance as Orville W. Hennies smilingly looks on. The act also got the first annual Fort Smith Fiesta and Merchants' Exposition under way, the event being sponsored with the carnival by Central Trades and Labor Council.

High Point Flower Show Proves Fair Opener for C. & W.

HIGH POINT, N. C., April 22.—Fair business prevailed for the Cetlin & Wilcox Shows' opening at the Spring Flower and Poultry Show here on (See HIGH POINT on page 55)

Elite Expo Away To Flying Start In Arkansas City

ARKANSAS CITY, Tenn., April 22.—Elite Exposition Shows got off to a flying start at the opening here on April 15, with all rides and shows functioning (See ELITE EXPO on page 62)

Harry Ramish Is Stricken

RICHMOND, Va., April 22.—Harry Ramish, veteran general agent and many years secretary of the John H. Marks (See HARRY RAMISH on page 54)

Jones Expo Loses 4 Wagons in Crack-Up

HYATTSVILLE, Md., April 22.—Four wagons were demolished and a 72-foot steel flat car was curved into a letter "S" on the morning of April 17 when a B. & O. fast freight plowed into the rear of the Johnny J. Jones Exposition train here as it was being switched into the railroad yards, reports Starr DeBelle. Fortunately the car was loaded with equipment which did not hold up the organization's opening in Washington, D. C. Construction of new wagons got under way immediately.

Parade Is Feature Of G. L. Expo's Getaway in Toledo

TOLEDO, April 22.—A parade consisting of the drum and bugle corps of the American Legion Post and Auxiliaries here marked Great Lakes Exposition Shows' opening on April 15. Forming downtown, the groups marched across the bridge to the showgrounds, where a gold ribbon, stretched across the front of the marquee by Mrs. Al Wagner, was (See PARADE IS on page 54)

Imperial Chalks Fair Results in Hannibal Opener

HANNIBAL, Mo., April 22.—Imperial Shows had fair business despite inclement weather at the opening here on April 15. All rides, shows and concessions have been repainted and are attractive in appearance. Al Hock has the pop-corn concession and Joe Teska has signed his Mechanical Show. Paul Bechley is relettering all trucks. Fred Poole has palmistry; E. H. Parks, (See IMPERIAL CHALKS on page 62)

Kaus Expo Under Way in New Bern To Cold and Rain

NEW BERN, N. C., April 22.—Cold the first part of the week and one day of rain the latter part resulted in only fair business for the Kaus Exposition Shows at their opening here last week under Button Fire Co. auspices, reports Lester Kern, press representative. Organization presented a good appearance with (See KAUS EXPO on page 61)

Norfolk Officials Tender Art Lewis A Healthy Send-Off

NORFOLK, Va., April 22.—With ideal weather, Manager Art Lewis, City Manager Borland, Mayor Gurkin and several other city officials congregated at the Art Lewis Shows' new transformer wagon to see Borland throw the switch, which illuminated the midway and officially opened the shows' 1939 tour here on April 13. Borland, on behalf of the city and Chamber of Commerce, then wished (See NORFOLK OFFICIALS on page 62)

Batesville, Ark., Bow Is Okeh for United American

BATESVILLE, Ark., April 22.—Rain and cold prevailed at United American Shows' opening here, which got under way on April 10, reports N. L. Dixon. Tuesday broke with fair but cold weather and small crowds. Subsequent nights saw increased patronage and free spending. Shows played host to some 150 orphans, under Masonic auspices. Miss Harvey, high pole, and Tumbling O'Neills are presenting free acts. Both daily and weekly papers cooperated and Mayor Walbert and other (See BATESVILLE, ARK., on page 61)

Weyls Production Begins 1939 Trek To Okeh Biz in Pa.

GREENSBURG, Pa., April 22.—Altogether handicapped by cold and cloudy weather, Weyls Production Co. had good attendance at its opening here on April 15 after about 40 loads of slag and shavings had been hauled in to put the lot in shape. Ed Weyls, owner-manager, was complimented on the organization's appearance, and Frank Graves, general agent, entertained the committee and friends at the Moose Club after the show. Visitors included Mr. and Mrs. Cook, of (See WEYLS PRODUCTION on page 61)

Crystal Expo Gets Best Initial Stand In Years in N. C.

KINGS MOUNTAIN, N. C., April 22.—Ideal weather shoved Crystal Exposition Shows off to their most profitable opening in years here last Saturday night, reports H. Nell, press agent. American Legion Post, sponsor, city officials and neighboring city committees complimented Manager W. J. Bunts on the organization's appearance. Charles Lockhart is producing comedian and James Morgan, musical director of the Minstrel Show, which proved popular here. Sam Petrelli's (See CRYSTAL EXPO on page 61)

Miller Bros. Tour Launched in Miss.

VICKSBURG, Miss., April 22.—Miller Bros.' Shows concluded their opening eight-day stand here last Saturday, under American Legion Post auspices, to fair business, altho the engagement was marred by cold and inclement weather, reports Chick Franklin. Suicide Zorsky and Looping Nixes are furnishing free acts. Music is by Page's Band and Harold Griffin's new sound (See MILLER BROS. on page 61)

Inman Proves Satisfactory Beginner for World of Fun

INMAN, S. C., April 22.—World of Fun Shows' season got under way here on the Amos street showgrounds to satisfactory business, altho cold weather prevailed the first three days of the week's stand which ended last Saturday. Bob Cole joined with his pony ride and diggers. Ferris Wheel was best among the rides. Paul Ross' Spick and Span Cafe heads (See INMA NPROVES on page 61)



MEMBERS OF THE SOUTHERN STATES SHOWS who have been associated with the carnival field 25 years or more and who are still active in the business were assembled in front of Mabel Mack's Mule Show at Everglades Fair and Bean Festival, Pahokee, Fla., recently with the above result. In the group, snapped by Ray W. Robie, department of agriculture, and furnished by Manager John B. Davis, of the shows, are, left to right, front row: Mack Theeder, Dutch Lane, Claude Weeds, Capt. A. J. Harmon, Earl Tillman, Morris Kahntruff and Bennie Weiss. Second row: Chris M. Smith in ticket box and monkey belonging to Billie Woods; Bryan Woods, Pete Costello, Pittsburgh Hunt, A. C. Carroll, Gill Stephens and Doc Wilsie. Back row: Lyman H. Dunn, holding the mule; Chet Dunn; Harry C. Dalvine, show's secretary; John B. Davis, Arthur Gardner, W. J. Kohn, Jack Coddino and Jimmy Foster, holding the mule. Mules are members of Mabel Mack's Original Dancing Mules and have been before the public many years, Davis reports.

C. E. Barfields Reveal Organization's Line-Up

DALTON, Ga., April 22.—Following is the roster of Barfield's Cosmopolitan Shows for 1939 as announced here by Kenneth Franklin. Staff: C. E. Barfield, manager; Mrs. Pearl Barfield, treasurer; Robert Stewart, agent; Virgil Collier, special agent; Kenneth Franklin, secretary; Tommy Mullenix, electrician; Charles Eckert, lot superintendent and front gate; Charlie Eads, carpenter.

Rides: Merry-Go-Round, Jack Whaley, foreman and ride superintendent; Carl Simmons, second man. Ferris Wheel, Charles Allen, foreman; Hector Godin, second man. Chairplane, Henry Stulken, foreman. Whip, George Mays, foreman; Elmer Tackett, Robert Hale, Lewis Miles. Loop-o-Plane, Mr. and Mrs. K. B. Barnhill, Virgil Lowe. Kiddie Rides, T. J. Apple, owner; Ed Handley, operator.

Shows: Side Show, Mr. and Mrs. Frank Jacobin, manager; Joe Jacobin, talker; Major John Jacobin, armless wonder; Mr and Mrs. John Walls, magic-illusions. Motordrome, T. J. Apple, manager; James McSwiney talker; Tommy Gray, tickets; Mrs. Mickey Apple, Jean La Vern, William Collier, riders. Show of Life, Mr. and Mrs. Doc Swann. Colored Minstrel, R. V. and Irene Lewis, producers.

Concessions: Cookhouse and candy floss, Mr. and Mrs. Clyde Warbritton. Photo gallery, Mr. and Mrs. Max Saunders. Fishpond and pop corn, Mr. and Mrs. O. E. Bradley, Gus Ogle. Ball game, Mrs. Henry Stulken. Penny pitch, Jack Patterson, Mrs. Betty Whaley, Mrs. Gladys Jacobin. Ball game, Mrs. Mattie Mullenix, Mrs. Marion Camp. Corn game, Mr. and Mrs. Edgar Hogan, Gertie Rhoades, Leonard Stone. Penny pitch, Richard Debow, Mrs. Beatrice Collins. Bumper and watch-la, Joe LaBell. Pitch-till-win, Leonard and Marcelin Ortegus. Wire jewelry, James Camp. Long-range gallery, James Merritt. Free act is John Melzer's Flying Columbians. Band, R. V. Lewis, director. Orchestrop and sound car, Jack Lewis, general announcer.

John H. Marks Announces 1939 Staff and Personnel

RICHMOND, Va., April 22.—John H. Marks Shows' roster for 1939, as reported here this week by Walter D. Nealand, includes John H. Marks, president and general manager; James Raftery, assistant manager and secretary-treasurer; Charles A. Abbott, general representative; Walter D. Nealand, publicity director; Bert Britt, chief electrician; Thomas J. Heath, assistant; Thomas W. Rice, contracting agent; George T. Chesnut, advertising agent; James Zabriski, chief mechanic; George Griswold, master designer; William Marcum, sound technician; T. A. (Red) Shultz, mail man and *The Billboard* agent. Thomas J. Nelson is auditor.

Glynn's Diner, Max and Blanche Glynn, managers; Andrew Harper, steward. (See *John H. Marks Announces* page 55)

Overstreet Not With Miller

CLARKSDALE, Miss., April 22.—Morris Miller, president of Miller Bros.' Shows, said here this week that R. L. Overstreet is no longer general agent of the shows. Overstreet signed in that capacity last week after severing connections with the Weyls Production Co.

Showfolk Fatally Burned

WICHITA, Kan., April 22.—Halbert Jackson, formerly with Zimdars, Tilley, Wade and Barker shows, and his wife and two children were burned fatally in a fire in their home here recently. Jackson retired from show business last year to live here and rear his family. Further details in the *Final Curtain*.

NEW USED
TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG.
VANDERHERCHEN, INC.
2846 Emerald St., Philadelphia, Pa.

SAVE MONEY **MOTORIZE** SAVE MONEY
SPECIAL FINANCE PLAN SPECIAL
WRITE CHAS. T. GOSS
WITH STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

Crescent Is First Out In Canadian Territory

VICTORIA, B. C., April 22.—Said to be the first to open in Canada, Crescent Canadian Shows got away to a fair start here on April 7 despite inclement weather, reports Forbes A. Hendry. Owner-Manager Henry Meyerhoff said he was pleased with the new attraction built during his trip to New York last winter, under direction of Chief Mechanic Charles Spears and his assistant, Happy Lambert.

New features include the side show, for which the management has purchased new banners and canopy top. Operated by Doc Forbes, show features his wife, Wee Jean, and son, Phillip, and Mechanical Man, Fire-Eaters, Electric Chair, Magic, Tattooed Man. A new 25-kw. light plant is expected to be delivered soon. F. Green is handling the advance, replacing Jack Scott, who has assumed the assistant manager's duties.

Concessioners include A. Marriott, peanuts; B. Heib, short-range gallery; Jack Neill, diggers; S. Bowman, scales; Harry Bell, wire jewelry, and T. Brown, karmel korn. Rides here were Merry-Go-Round, Ferris Wheel, Whip, Loop-o-Plane, Mix-Up and Kiddie Ride. Motordrome features four riders, including Suicide Joe, with Dave McDowell on the front.

Michigan Jaunt Is Good For Look at Life Museum

JACKSON, Mich., April 22.—Look at Life Museum, under direction of Ray Marsh Brydon, began its 35th week of continuous operation at 132 East Michigan avenue here this week. Michigan tour has been good, despite the almost unbearable cold and rainy weather encountered in Monroe, Pontiac and Lansing. Jean-Jeanette, sex oddity, returned after many weeks in the U. S. Veterans' Hospital, Leavenworth. Kan. Jean is now in the best of health. Roland, man without a stomach, returned last week after a vacation at his home in Philadelphia.

A recent addition is Willic Bumdorf, human pincushion and torture act. Another to return is Diamond Ray, who, assisted by his wife, offers the impalement act. Ray also has his tattoo booth in operation. Dr. William Milton has made a big change in the annex by replacing Christine, crocodile girl, with Olga Von Hess, headless girl, in the after-show. Annex is fitted into a hospital room with a laboratory and all attendants in white. Christine now holds the feature stage in the main odditorium.

Visitors from Detroit include Charles Henry Hodges, side show operator, and family from the Wade Shows, and members of the World of Pleasure Shows. Clarence Walters, steward, continues to satisfy the inner man.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Rubberoid, O.
Week ended April 22, 1939.

Dear Mixer:
Not wishing to stretch the occurrence too far, but the ever-popular Ballyhoo Bros.' Circulating Exposition spent the past week in the heart of the rubber center of the world. On their arrival the bosses quickly learned that the town and vicinity were not properly billed and decided to discontinue the use of local WPA billposters. There isn't a doubt that the idea would have been successful had ample time been given them to carry on the work. Offhanded, the writer would set the time at three months or more that it would take to bill the town under prevailing conditions.

All told, our agent had contracted some 500 stands for billing, but WPA regulations listed each location as a project, with sanitation laws calling for erection of a toilet at each proposed site. Due to these rules and regulations only 75 outhouses could be erected in such a short time, resulting in only 75 stands of paper being posted.

Event was billed as the Tire and Tube Manufacturers' Gala Blow-Out and Junior Order of Rubber-Sole Makers Down-at-the-Heel Jamboree. The joint auspices co-operated in every way by furnishing ticket takers for the shows

"IT WAS INEVITABLE"
SILVER STREAK
The Streamlined Mile-a-Minute Ride of Tomorrow will thrill untold thousands at the New York World's Fair with Speed—Glamour and the Intimate Comfort of Tandem Seating.
PORTABLE STAGES — RIDE-O-AUTO SPEEDWAY
LIGHT TOWERS — CAROUSELS
HI-DE-HO FUN HOUSES
DODGEM AND SCOOTER BLDG.
SPILLMAN ENGINEERING CORP
North Tonawanda, N. Y.
WORLD'S LARGEST BUILDER OF AMUSEMENT DEVICES.

CONCESSION TENTS
Give Measurements as Indicated BUY from Factory SAVE Money
POWERS & CO., Inc.
26th and Reed Sts., Phila, Pa.

1	2	3	4	5	6
---	---	---	---	---	---

INSURANCE
BUY THRU THE ORIGINAL SHOWMAN'S INSURANCE MAN, WHO KNOWS YOUR PROBLEMS THRU ACTUAL EXPERIENCE.
Can Give Numberless References From Coast to Coast.
SAVE MONEY
Reasonable Rates on Every Type of Insurance — Trucks, House Trailers, Concessions, Circuses, Carnivals and Parks. No Risk Too Small or Too Large.
CHARLES A. LENZ
"The Showman's Insurance Man."
A738 INSURANCE EXCHANGE — Tel. Wab. 3033 — CHICAGO.
(Easy Weekly or Monthly Payments.)

UNITED STATES TENT AND AWNING CO. S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN. WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."
701 North Sangamon Street (Phone: Haymarket 0444), Chicago, Ill.

INSURANCE
Carnivals, Parks, Concessioners
CLEM SCHMITZ Radio City, NEW YORK

.. TRIED AND TRUE ..

THE 7-CAR PORTABLE TILT-A-WHIRL
.. TEN YEARS OF EXPERIENCE ..
.. TEN YEARS OF SATISFACTION ..
Kept up-to-date with annual improvements. A tried and true ride with an assured long life of high profit production.
For Particulars Write
SELLNER MANUFACTURING CO.
Faribault, Minn.

SHOW and TRAILER CANOPIES
Fulton Bag & Cotton Mills
Manufacturers Since 1870
ST. LOUIS, MO. ST. LOUIS, MO. ST. LOUIS, MO.
MINNEAPOLIS, MINN. NEW YORK, N.Y. NEW ORLEANS, LA. KANSAS CITY, MO.

End your correspondence to advertisers by mentioning *The Billboard*.

(See BALLYHOO on page 55)

Midway Confab

3 PROVEN MONEY MAKERS

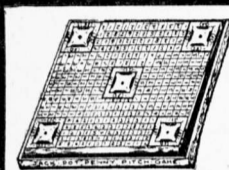
LOOP-O-PLANE OCTOPUS ROLLOPLANE

Developed and produced by one manufacturer in less than 5 years.

Write for descriptive literature. Place your order for spring delivery NOW. EYERLY RIDES GUARANTEE BIG PROFITS

EYERLY AIRCRAFT CO.

Salem, Ore.
ABNER K. KLINE, Sales Manager.
European Suppliers
LUSSE BROS., Ltd., Blackpool, England.



PENNY PITCH GAMES

Size 48x48", Price \$20.00.
Size 48x48", With 5 Jack Pots, \$30.00.
Size 48x48", with 6 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price\$12.00

BINGO GAMES

75-Player Complete\$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE. Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Each15
Forecast and Analysis, 9-p., Fancy Covers, Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers, Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK

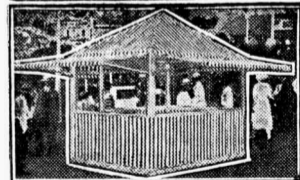
120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

PACK OF 78 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC F. T. CARDS. Pack 35c
MENTAL TELEPATHY. Booklet, 24 P., 25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c. Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

KWIKUP CONCESSION STANDS



Quickly erected - 100% portable - bolt and wing nut construction. Orange and Black colors. Five Models, 12 Sizes. New low prices. Circular free.

THE MONROE CO., COLFAX, IOWA

BUDDHA PAPERS—SUPPLIES

1939 ASTRO DAILY, HOURLY FORECASTS, Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts, Crystals. Most comprehensive line of Apparatus and Supplies in the World. 158-Page Illustrated Catalogue 30c

NELSON ENTERPRISES

168 S. Third St., Columbus, O.

WANT TO BUY RIDES

Small Two-Abreast Merry-Go-Round, No. Five or Ten Eli Wheel and factory made Kiddie Auto Ride. Will pay cash if price is right. Have Stair Illusion, Lead Wire, Office Trailer, House Trailer and Pictorial Banners to sell. All mail to W. J. WOLF, Box 2725, Bloom and Lake Sta., Minneapolis, Minn.

CARROUSEL ORGANS

Music Rolls for Artizan (North Tonawanda) Instruments. Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transferred Organs.

B. A. B. ORGAN CO., 340 WATER ST., NEW YORK CITY

LOTS of stay-over-by-request weather!
SIGNING with the Model Shows as special agent, Herbert Waters took up his duties at Kannapolis, N. C.

LET'S not write about more equipment than the show has cars on which to carry it.

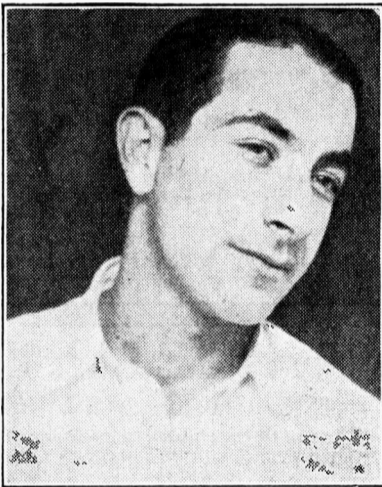
SONJA-REA has signed as annex attraction of H. H. Hall's Museum on Coleman Bros.' Shows.

ILL AT HER HOME in Paris, Tex., Mrs. Etta Henderson, wife of Tommie Henderson, would like to read letters from friends, reports Mrs. W. A. Lamb.

"DOES your show have gyp concessions?" "No, just a few of the lighter type."

LEAVING her home in Gaffney, S. C., Mrs. Doc Reynolds joined her husband on the Johnny J. Jones Exposition in Washington.

DORENE SUMMERS is feature attraction in Fred Stewart's Ten-in-One on



JACK GALLUPPO, who has been appointed operating manager of all road units of the Novelty Confection Corp., New York, which opened the season with the Gooding Greater Shows in Springfield, O., on April 20. Galluppo will operate the cookhouse, with Mrs. Susie Jenkins in charge of the kitchen. Photo furnished by Nathan Toplin.

Hilderbrand's United Shows, reports Walton de Pellaton.

TWO stiff ones with which to compete—local-talent events and brutal weather!

RUBY KANE has signed with the B. & V. Shows for 1939 and will not be with the Heller-Acme Shows, reports Joe Kane.

PATTY MURPHY, C. L. Turner, Mack Doman and George Bryant are old-time Crafts 20 Big Shows employees who are still with it and for it, reports Roy Scott.

ONLY time some staff members keep their word is when they can't get anyone to take it.

JACK ARNOLD, of Heller's Acme Shows, is confined to the Hotel York, Danville, Va., with the flu and fever and says he's "feeling 100 per cent sick."

HAZEL FISHER and Verna Seeborg visited their home in El Cerrito, Calif., during Hilderbrand's United Shows engagement in Sacramento.

FAMOUS last words: "I don't need newspaper advertising. MY show is too well known."

KEYSTONE SHOWS have been contracted to play Connellsville, Pa., under American Legion Post auspices, reports Robert Welsh.

MRS. FRANK LENTINI reports from Hartford, Conn., that she is not on the Rubin & Cherry Exposition with her husband as was reported in the organization's show letter in the April 15 issue.

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)
NOT a bad idea to call on the city officials and say hello, even tho the lot IS outside of city limits.

WHEN the Goodman Wonder Show opened the season in Little Rock, Ark., a platform in front of the office was obscured by floral offerings, reports Beverly White.

HANK ARNOLD, former partner in operation of Arnold Bros.' Shows, is associated with the Elmer Hanscom enterprises on Crafts 20 Big Shows, reports Roy Scott.

SOUR weather the last few weeks has given Cookhouse General Agents' Society ample time to cut up the route.

WINDING UP a season's retirement, Dolly Scott, better known as Dolly Carlisle, of the Carlisle Sisters, returned to the road with her own girl show on the Gold Medal Shows.

AFTER a three-year absence Larry S. Osborn is back home on West's World's Wonder Shows, with which he signed his custard and photo stands. He joined in Bowling Green, Fla.

DOES that midway entrance arch look as good as expected? Remember—about the effect of first impressions!

AFTER a brief attempt to study for the ministry, Ted Foster recently returned to the Buckeye State Shows, bringing with him Gladys Grass, New Orleans, to whom he was married recently, reports Ted Johnson.



BUDDY RILEY, who has been signed as talker by Marjorie Kemp's Legion of Women-Hell Riders for the Royal American Shows' 1939 tour, served in the same capacity for five seasons and during Kemp's appearance at the Chicago World's Fair. Photo by Dadswell.

MARY-MORRIS, one of the attractions with Jack Hamilton's Hall of Oddities on Crowley's United Shows, garnered some favorable front-page publicity in Seminole, Okla., papers during the shows' engagement there, reports Doc Waddell.

PAY DAYS so far this spring have been as scarce as real exhibition glass blowers.—Muggin' Machine Mazie.

ANYONE KNOWING the whereabouts of S. B. (Brance) Bills is asked to have him get in touch with Dolly Sheedy and his family in Amarillo, Tex. Miss Sheedy reports Bill's father died on April 9 and that his mother needs him badly.

MIDWAY VISITORS during Ben Martin's United Shows' stand in Fresno, Calif., reports Ted LeFors, included Mr. and Mrs. Al Fisher, Harry Gordon, Mike Herman, Ernie Richards, Carl Brown and Larry Levy.

I'VE seen some midways that could boast of more money tied up in living trailers than in shows, rides and concessions.—Mrs. Upshaw.

AMONG many visitors to Hilderbrand's United Shows' midway in Sacramento, Calif., were Shorty Wrightsman, Wrights-

New Brayer

WASHINGTON, April 22.—On Good Friday a colt was born to D. C. and Niagara McDaniel, well-known Rocky-Road-to-Dublin mules, owned by Operator Mrs. Bertha (Gyp) McDaniel, while the Johnny J. Jones Exposition was playing in Augusta, Ga. D. C., the father, was born in Washington about 20 years ago and, altho never having been cartooned by Ripley, holds the distinction of having made more than 40,000 trips thru the tunnel and has hauled more than 500,000 people. In a private interview he declared he was glad an heir had been born to retire him in another year. Niagara, the mother, has been featured as a baritone brayer for bally. Mother, father, colt and Gyp are doing well.

man Greater Shows; Mr. and Mrs. Earl Kelley, Mr. and Mrs. Lou Dresser and son, Gordon Pickard and Mr. and Mrs. Lester Burk.

CONCLUDING a successful winter with the Pete Kortez Museum, Irish Jack Lynch is visiting his friend Pat Brown, of the Buckeye State Shows, in Oxford, Miss., before visiting with Harry Lamont, assistant manager of the Miller Bros.' Shows, in Clarksdale, Miss.

KINDLY contradict the rumor that we carry none except colored help. Those were white ride boys that were seen on the lot.—Gate & Banner Shows.

CONTRACTING his cookhouse with the P. J. Speroni Shows, M. E. Wright opened with the shows in Rock Falls, Ill., on April 22 with the following lineup: Mr. and Mrs. Wright, owners; Dad Wright, griddle, and Lavern and Fred Wright, waiters.

MRS. FRANCES CROWLEY, wife of George C. Crowley, owner of the shows bearing his name, was stricken ill while visiting relatives in Kansas City, Mo., and was rushed to St. Joseph's Hospital there. Her husband was summoned from Bartlesville, Okla.

WORD to the unwise: Attitude of most public officials this spring indicates the lucky boys are in for no bed of roses.—Milo (Not-So) McCoof.

OPERATOR of the Bud Cross Octopus at the Golden Gate Exposition, San Francisco, Johnnie Hertel visited Hilderbrand's United Shows at the recent stand in Sacramento, Calif., while en route to his home in North Dakota where he will visit for two weeks.

"I'M HEARTILY in favor of such a move," writes William (Bill) Field, of The Morning Herald and Evening Genesis, Uniontown, Pa., concerning the proposal to form an auxiliary to the Out-

Top Money-Getters



Du-Plex BIG ELI Wheels lead the field for high net returns on the investment. Fast money-earning capacity in the big crowds. Quickly separated for the smaller spots. Why not a Du-Plex Unit on your Midway?

ELI BRIDGE COMPANY

Builders of Dependable Products.

800 Case Ave., JACKSONVILLE, ILL.

The Improved Kiddie Airplane Swing

Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.

SMITH & SMITH, Springville, Erie Co., N. Y.

door Press Club which appeared in a recent issue of *The Billboard*.

WEATHER man, as usual, has frowned on those all-too-early openings. Playing good towns too early in a season merely uses up good territory.

J. R. MALLOY, whose circus unit has been playing theater, school and indoor dates during the winter, has signed with the W. G. Shows, which open soon in Pontiac, Mich. Included in his line-up will be Nancy Darnell (Mrs. Malloy), Tinker Toy and Pals, and Bob Merrill.

VISITORS to the Blue Ribbon Shows' midway during the engagement in Rome, Ga., included Cecil Rice and Bill Franks, Franks Shows; Jake Story, Rome (Ga.) Fair; Billy Wagner and crew ahead of the Star-o-Rama Show, and Mr. Cox and Mrs. Renfro, Griffin, Ga., reports William R. (Red) Hicks.

MANAGER of the Great Pinhead Shows realizes passes are a necessary evil but says local newspapers will have to get along without them, so far as he is concerned.

"**VISITED** Col. T. L. Dedrick's Funland Shows in Calhoun, Ga., last week," scribbles M. H. Griffin from Sugar Valley, Ga. "Organization makes a swell appearance and carries a band and free act. Visited my friends, Mr. and Mrs. Joe Dokes, making the first time I had seen them in seven years."

A MINISTER of the gospel approached Max Goodman and complimented him upon his wonderful broadcast at Little Rock, Ark., on the day his show opened there. Goodman thanked him and then slyly smiled at Joseph A. Rowan, special agent. Joe also smiled. He made the broadcast.

CAN it be that some so-called no-griff shows that carry adjusters are carrying things apparently worse than the stores?—Whitey Cooks.

SAM GELLMAN, of Gellman Bros., Minneapolis, visited the Goodman Wonder Show several times before the opening and when the organization bowed in Little Rock, Ark., the Gellmans' good will was in evidence in the form of an immense floral piece, reports Beverly White.

R. C. (COTTON) ELLIS cards from Albuquerque, N. M., that he is not contemplating opening a small show to play Arkansas territory, as was previously reported, but is operating a lunchroom in Albuquerque. He adds he has made no plans for the season but hopes to be in harness about June 1.

OLD Windy Van Hooten Shows had a glass center pole in the Merry-Go-Round in which gold fish swam about. What a flash that was in those days!—Willie Winterbottom.

HAVING BOOKED his three kiddie rides, Merry-Go-Round, Ferris Wheel and Autos, with Zacchini Bros.' Shows, Charles Hayes letters from Zeigler, Ill., that he'll join the organization when it opens in St. Louis on May 1. He is filling in a couple of weeks with Groves Greater Shows.

SHOW-LETTER WRITERS: Please double-space all communications to the Carnival Department and get them in

He Said It All

MT. VERNON, Ill., April 22.—Bruce Barham, assistant manager of West Bros.' Shows playing here, reads *The Billboard* each week from "kiver to kiver." He declares that never a week passes that he doesn't learn something to his advantage by so doing. His latest admitted "theft" is from Harry G. Traver's article in the Spring Special issue, *Fundamental Principles*, particularly the part telling of Parson Uzzell, "the man of few words." Barham is anything but a man of few words, as friends will testify, but he has about exhausted his vocabulary discussing (?) the weather since show opened. Here on Monday, after a day of threatening rain, with the show ready to go and the midway practically a velvet carpet of sawdust representing hours of toil by every man on the show, 6:30 o'clock came and with it a cloud-burst of cold driving rain. He stepped out into the middle of the midway and shouted, "John, 3:16; thank you, Harry Traver and Parson Uzzell," and returned to the office with bowed weary head and not another word to say—for once.

before Friday of each week. On several occasions show letters have reached the desk later in the week, thus forcing the editors to withhold publication until the following issue. We'll appreciate your co-operation.

IRATE manager to attache—"Where in hell have you been all week during this big blow?"
"Down at the back end of the midway, hanging onto a guy rope."

RIDE OPERATOR, carpenter, concessioner and calliope operator with several shows playing the Middle West and Eastern States for the past 14 years, C. L. (Barney) Barnes will not return to the road this season, having chosen to remain in the employ of De Kalb (Ill.) Agricultural Association, under direction of Dr. R. R. St. Johns.

JHEN C. W. FINNEY, general agent of the Goodman Wonder Shows, walked onto the lot in Little Rock, Ark., he met a host of former associates, including Goldie Pitts, of the old Gentry Bros.' Circus; Eddie Comstock and wife, who were at the Chicago World's Fair, and Julius Shuster, who was with Ripley's Believe-It-or-Not show on the World's Fair midway.

"**WELL**, we may do business with your show in a few weeks, for we want one without too much racket. Our concession space sells for \$5 a foot." "Okeh, we will play



ALTHO MOST LADS his age are still taking spills on their tricycles, 6-year-old Harvey (Bud) Penley, said to be one of the world's youngest motordrome riders and featured with the World's Fair Shows, thinks nothing of doing his ride at 65 miles per hour. Ralph Penley, his dad, reports Bud was racing around on a motorcycle almost from the time he was born.

your fair if we can hire you for one of the sticks on the skillo."

LOUIS GUETH letters from Waycross, Ga.: "Sam Lawrence Shows opened here April 13 to good crowds despite severe cold. Show looks better with all new canvas and everything newly painted. Owner Lawrence was complimented on the organization's appearance, while Manager Milt Morris was commended for the manner in which he laid out the lot."

LIKE some eggs who can't take a joke on themselves, a manager recently said he was "over to visit that trash pile of Whoozit's." Would he burn if someone more appropriately applied the opprobrium to his outfit!—Cousin Peleg.

"**GOOD BUSINESS** prevailed for the three weeks the shows played on local lots," pencils Ray Sharpe, of the World of Fun Shows, from Greenville, S. C. "Everyone seemed well satisfied and visitors included Harry Heller, of Heller Acme Shows; John Tinsley and Red Heller, Tinsley Shows, and N. P. Roland and George Goffas, Mighty Monarch Shows."

THFIR new cockroach game will be launched soon by the Ragland-Korte Concession Co., affiliated with Crafts Enterprises, concession to occupy a center location and cockroaches

to race a la steeplechase fashion, reports a well-known Coast Defender.

BILL LAROQUE, native of Louisiana and headwaiter in the cookhouse on Crafts 20 Big Shows, speaks Cajon French, and Art Larue, native of Montreal and fry cook, speaks Canadian French. Roy Scott reports that neither understands the other, and Jimmie Lynch, cookhouse operator, claims he has a hard time understanding the English they use.

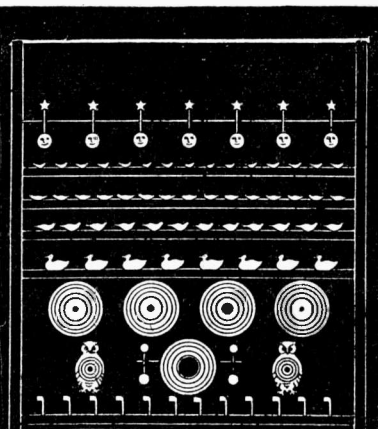
I. WILL HEEL was the wise sobriquet used recently by a concession agent when registering at a hotel in a Western town. A week later a friendly old judge convinced the lad of the futility of attempting such actions and of possessing such a water-tank moniker.

EASTER PARADE on Hilderbrand's United Shows proved successful, reports Walton de Pellaton, with the following women members exhibiting new outfits: Mrs. E. W. Coe, Leona Barie, Hazel Fisher, Verna Seeborg, Giggles Cardwell, Lora Rhinehart, Clara Barnett, Mickey Ames, Mrs. Fred Thumberg, Mrs. H. Johnson, Mrs. Bob Perry, Mrs. Buck Ritchie, May Stewart, Fay Ouelette, Anne Lahey, Agnes Hobart, Mrs. Riley Tweedie, Margaret Balcom, Billie Hikes, Virginia Lewis, Arlene Marrion, Alberta Keenan, Mrs. Earl McCann, Gertrude Disanti and Margaret Soderberg.

A CARNIVAL KNOCKER refers to outdoor showmen as a roving, clannish lot. Izzat so? An unlimited number of them own some of the finest homes in the land. Many own beautiful produce farms and scads of business property as well. Whether they do or don't own other than show property, they will qualify well up in the brackets of taxpayers of the day.

WOLFE AMUSEMENT CO. notes by L. McAbee: "American Legion Post Festival, Elberton, Ga., gave the shows good business. Ferris Wheel is owned by George Dorman and operated by S. C. Reid and John Haley. Mr. and Mrs. Dorman motored up from Key West, Fla., where they wintered. Because of the former's health he will not be with the Zacchini Bros.' Shows as secretary as previously announced but will remain with the Wolfe organization. Concessioners here included Bill Pinkston, 5; Mr. and Mrs. Simon Krause, Mr. and Mrs. Thomas, Roy Smith, Mrs. McAbee, C. D. Deatler and Judge J. B. Gillespie, 1 each, and Milton McNeese and Mrs. Wolfe, 2. Staff includes Bennie Wolfe, manager; Milton McNeese, secretary; L. McAbee, general agent; Mrs. Wolfe, wife of the manager, is in Elberton Hospital here with the flu. Walter Baker joined and is framing several concessions.

WHEN Roy E. Ludington, manager of Crafts Shows, was walking around the midway during the recent San Diego (Calif.) engagement, he noted a strange face in one of the ride ticket boxes. The manager soon ascertained that the newcomer was temporarily relieving the ticket cashier and, noticing suspiciously that some tickets had been torn up in the box, Ludington took charge until the cashier



EVANS' SHOOTING GALLERIES

Finest Obtainable! Indestructible!

Evans' Shooting Galleries are big money getters! Famous all-steel construction, malleable iron targets, practically indestructible. Tested under their own power at the factory, they are trouble-free and sure to give perfect satisfaction. Most complete line of galleries and supplies in the country... all sizes and styles, every type of target, equipment and accessories.

IMMEDIATE DELIVERY

Write at once for complete description of Evans' Galleries and Supplies.

EVANS ALUMINUM MILK BOTTLES



Not to be compared with any other! Far superior! Look like real bottles of milk, sound like falling glass when knocked over, creating own bally Indestructible.

Send Quick for Complete Evans' Catalog.

H. C. EVANS & CO.
1520-1530 W. Adams St., CHICAGO
Leading Makers of Amusement Devices.

ZACCHINI BROS. SHOWS

With the Ne Plus Ultra Thrill Sensation Monster-Repeating Cannon, Shooting Two Men at the Same Time.

WANT FOR OPENING, ST. LOUIS, MO., MAY 1, SHOWS-FLAT RIDES-LEGITIMATE CONCESSIONS

V. E. Murphy and Tony (Muzzler) Stepiner, get in touch with Bob Coleman.

Robert White wants Dancing Girls and Musicians for long season. Write or wire ZACCHINI BROS. SHOWS, Box 311, St. Louis, Mo.

DEE LANG'S FAMOUS SHOWS

CAN PLACE TO JOIN AT ONCE FOR GOOD ROUTE OF STILL DATES WITH 24 FAIRS AND CELEBRATIONS STARTING JUNE 22, at BARNESVILLE, MINN.

SHOWS: Can place good outstanding Side Show, but must have a good show in same. Will furnish new complete outfit for same, except Banners. Have several Panel Front Grind Shows I will furnish to responsible parties with outstanding Attractions to put in same. Will book Headless Wonder and furnish outfit for same.

CAN PLACE several good Grinders on Grind Shows, salary or percentage. Frank Zorda and Tom Scully wire.

CONCESSIONS: Can always place Legitimate Concessions. No grift wanted. **CAN PLACE** several Second Men on Rides that can drive Big Eli Semi-Trailers. All addresse

DEE LANG, Gen. Mgr.

Week of April 24 to 29, Centennial Celebration, Taylorville, Ill.; week of May 1 to 6, Galesburg, Ill.

MEN!!!

Cash In With This Money-Making Popcorn Machine

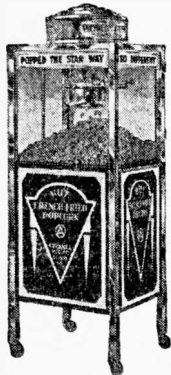
Make 70c Clear! On Every Dollar!

Here is a real money-maker for you—a popcorn machine that really gets the business. And pays handsome profits! Yes, 70c clear on every dollar! The money comes in fast, too, because of the trade it draws.

Unlike Any Other Machine

Not the old-style hand-operated, street corner style. But a beautiful modernized all-electric model that operates anywhere—and instantly draws a big trade. It has light, color and motion—and it really gets the business.

Has a large popping capacity, with a full size attractive cabinet. Electricity costs as little as 1c for every dollar's worth of popcorn.



LOW DOWN PAYMENT—EASY TERMS

Learn How Easily You Can Own and Operate This Sensational Money-Maker. Get the Facts—And See for Yourself That You, Too, Can Cash In!

WRITE FOR FREE CATALOG TODAY!

Other efficient improved Popcorn Machines for every location. Also Peanut Roasters and Money-Making "Hot Dog" and Lunch Equipment. Get Our Catalog.

ADVANCE MFG. CO.
6322 St. Louis Ave., ST. LOUIS, MO.

WORLD'S FAIR SHOWS, Inc.

ELECTRICIAN WANTED

Must have carnival experience and can handle transformer wagon. WIRE—no time to write. Show opens Saturday, April 29, at Hackensack, N. J.

Also want Foreman for "Whip". McLaughlin, please write.

Can use a few more Grind Stores. Address SAMUEL E. PRELL 36 Green St. Newark, N. J.

WANTED COUPON AGENTS

For Blower and Roll Downs. Also Wheel Agent. Show completely motorized. Write or wire. J. D. SUMMERS, STATE FAIR SHOWS Kingman, Ariz.

WANTED
THREE OR FOUR SHOWS AND CLEAN CONCESSIONS.
Ten Fairs and Celebrations.
OLIVER AMUSEMENT CO.
1417 Gratian Street, St. Louis, Mo.

PEARSON SHOWS WANTS

Grind Shows. Few Concessions open. Lester Cunningham, Harry Howard, King Kong and Sailor Mullie write. For Sale: Fun House complete, cheap. Show opens April 29. Auspices Elks Crippled Children Fund, Downtown Pana Ill Address Ramsey, Ill., until April 27.

FUZZELL'S UNITED SHOWS

Want capable Athletic Show Manager. Can place Shows with or without own equipment. Can place Frozen Custard and Lead Gallery. Can place capable Agents at all times. Ride Help write. Ernest Ray wants capable people for Girl Show. Wire Flat River, Mo., April 24 to 29.

End your correspondence to advertisers by mentioning The Billboard.

returned, when a shortage was found. The party made the amount good from his extra-help pay but Ludington let him go as soon as he learned that the fellow was a former street-car conductor named Rob Nichols.

HIGHLIGHTS of the Johnny J. Jones Exposition's Augusta, Ga., engagement by Starr DeBelle. Owner-Manager E. Lawrence Phillips entertained some 300 members of the Exchange Club, Elks Lodge, city and county officials and members of the press with an old-time barbecue and oyster roast on Sunday. . . . Monday was ladies' night, and the response was terrific. . . . Civic Club Night, Tuesday, brought members from all city clubs. . . . Wednesday, orphans and 190 underprivileged children were shows' guests. . . . Robert L. Sumerau, president of the Georgia Fair Association, brought the children to the lot and assisted in giving them an afternoon of entertainment. . . . Members of the Follies of 1939 entertained at the weekly Exchange Club Luncheon on Thursday and personnel and staff were guests. The boss made an impressive talk. . . . Friday, local business men invited Phillips to a meeting asking him to again make Augusta the shows' quarters.

THERE'S an art in handshaking to which carnival managers and adjusters should give some practice. Never offer a city or county official the billygoat handshake (the butting, rush-over-on-the-run kind). Beware of using the hot-iron handshake (grabbing a hand and dropping it quickly). Plain poison is the dish-rag handshake (limp, soft and lifeless, like a dead fish). The overly-fond clasp also is bad (lengthy, non-release kind). There's no excuse at all for the bone-crusher type. Be firm and shake according to the degree of acquaintance existing. Remember, by the hand clasp shall ye know him.—Colonel Patch.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 22.—Extreme interest continues, altho there will be only a few more meetings. President J. C. McCaffery presided at the April 20 meeting. With him were First Vice-President Frank P. Duffield, Secretary Joe Streibich and Past President C. R. Fisher. Membership committee presented the reinstatement of Val Coogan, which received favorable action. Brother George W. Johnson promises the report on the Spring Party at the next meeting. Absence from the city delayed this work. Many favorable comments were received on the article on League affairs in last week's issue of *The Billboard*. Nat Green's criticism on an article, "1001 Nights in Chicago," in one of the daily papers also received favorable comments.

President McCaffery is vainly seeking a specific duty for the ways and means committee. Members attending their first meeting were Frank Calugi and Edwin P. Shute. Several back with us after quite an absence were Izzy Steier, Bob Seery, Al Seiphen and Bob Costello. Harry Mazey is still in town. Tom Hart, back from the Coast, stopped in en route to Canada. Whitey Woods returned after a winter in Florida. He's also bound for Canada, as are Al Kaufman, M. Ohren, Jack Hawthorne, John Saladin and Dave Picard. Lew Keller returned from Hot Springs, Ark., Walter F. Driver from West Baden. Louis and Mrs. Schlossburg are on their way east. Late reports advise that Vic Miller, well-known carnival man, died at the county hospital recently. Harry Rubin, of Paris Bead Co., was the guest of Brother William Carsky in the club rooms. Club decided to hold the last spring meeting April 27 and the opening fall meeting October 5. Secretary has been instructed to attend to the annual dress-up of Showmen's Rest for Memorial Day, a duty that was long attended to by the late Brother Harry Coddington, who died in 1938.

Ladies' Auxiliary

April 20 social at the Sherman Hotel had Sister Jeanette Wall as hostess. Attendance totaled 48 and beautiful prizes prevailed. Members were pleased to have Sisters Cleora Helmer, Mrs. Al Miller, Mrs. Henry Belden, Mrs. Ann Doolan, and Mrs. Lucille Hirsch and Alice Hill with them. Don't forget the rummage sale at 1020 Noble street on May 5, Sisters Jeanette Wall and Rose Page in charge. Club will be glad to pick up your discards. Sister's Cora Yeldham, Minnie Murdo, and Mrs.

Charles Driver are still on sick list.

A welcome letter was received during week from Sister Frances Barth and members are anticipating having her join them at the next meeting. With many shows on the road many members will leave soon. Auxiliary will hold its regular bi-weekly meeting April 27. Please attend. May 6 is the date of the social with Sister Mrs. Henry Belden as hostess.

St. Louis

ST. LOUIS, April 22.—J. C. McCaffery, general manager of the Amusement Corp. of America, visited *The Billboard* office Monday while in the city on business for his organization. Accompanying him were L. S. (Larry) Hogan, general agent of the ACA, and Harry Burke, recently appointed special agent of the Beckmann & Gerety Shows. McCaffery left for Chicago Monday noon, while Burke went to Joplin, Mo., to prepare for the B. & G. opening there. Hogan remained here to look after the Royal American Shows' opening at Grand and LaCledde avenues. General Agent Clint W. Finney, Goodman Wonder Show; Macon E. Willis, Mighty Sheesley Midway; Elmer E. Brown, John R. Ward Shows; Dan Pyne, Mammoth Marine Hippodrome, and Frank Ketrow, of Kay Bros.' Circus, all were gathered in *The Billboard* offices here on Wednesday bemoaning the fact that their outfits had played to inclement weather at every spot to date.

B. E. Banks, manager of the Mammoth Marine Hippodrome, which moved to East St. Louis, Ill., this week but will return for a four-week stand here beginning next week, was among other *Billboard* visitors Tuesday, as was M. C. Hutton, one of the owners. Banks is optimistic over the current season and advised that his unit will play for the most part only large cities. Weather continues bad in this section, with the result that outfits playing here are marking time until Old Sol gives them a break.

Viola Hayes, who wintered here with relatives and friends, signed to handle the girl show on the Fidler United Shows. Thomas J. (Fuzzy) Hughes, West Coast ride owner, passed thru Sunday en route to New York, where he will confer with some of the showmen at the World's Fair there.

Defends His Banner Sales

Fort Smith, Ark.

Editor *The Billboard*:

I must protest the assertions of J. C. McCaffery, published in *The Billboard* of April 1, in which he blasts the day-lights out of banner men. If the Amusement Corp. of America does not want banners well and good, but it does not become a man of his position to ridicule, deride and knock an honest occupation which calls for no criticism. I am willing to admit that banner privileges have often been abused and I am also ready to concede that in some cases they are detrimental to best interests of the carnival. However, there are thieves and misfits in every business and it does not behoove anybody to blast innocent and honest with the guilty and crooked.

Having sold banners ahead of Hennies Bros.' Shows for the past three seasons and four seasons previously with the United Shows of America, I feel that I am a qualified advertising salesman and I have always tried to deliver what I promised. That I have succeeded is proved by the fact that I have had only one squabble, such as McCaffery described, and that thru a misunderstanding and not because of any misrepresentation on my part. I have sold the same merchants in Fort Smith for seven consecutive years and I have many unsolicited letters stating that value was received and a nice additional business was enjoyed by the advertisers.

My banners are not eyesores but attractive displays, well illuminated and placed upon light towers where they cannot help being seen. A variety of tie-ups have been arranged with merchants that make the banners something more than just show cards. A guessing contest once brought several thousand people into a certain dealer's store, for example. "Live and Let Live" has always been my creed. There are enough knockers outside of the business without prominent showmen picking on their own.

HOMER GILLILAND,
Special Agent,
Hennies Bros.' Shows, Inc.

Pacific Coast Showmen's Assn

632 1/2 South Grand Ave., at Wilshire

LOS ANGELES, April 22.—Club wishes to express its appreciation for the splendid response received from member shows and managers regarding their routes. Some of them stated that this important item was just a bit uncertain at times, but they made up for it by asking the club to shoot the mail to their permanent address, which will be done. Most of the shows have been heard from and the club is optimistic enough to hope for some action from the remainder. About 55 attended Monday night's meeting. Official family consisted of Harry H. Hargraves, president; John R. Ward, third vice-president; Ross R. Davis, treasurer, and Lou Johnson, pinch-hitting for Ben Dobbert, secretary. Following the usual preliminary opening exercises and allowance of current bills, the financial report, revealing a balance on hand far in excess of any previous report in the history of the organization, was read. Financial condition of the club is not the result of good luck or chance, but the direct result of long continued conservative management of the association's financial affairs by a group of splendid officers. Brother Val Vino has been released from the hospital and is now at the Mercer Hotel here.

The not-far-distant future will see a monthly bulletin mailed to members who are permanently located and sent in quantities to the member shows en route. Executive secretary will appreciate receiving items of interest for this sheet. President Hargraves announced the untimely death of J. L. Landes, owner of the shows bearing name, at Abilene, Kan., paying a fine tribute to his successful career and splendid life. In respect to his memory lights were dimmed and all joined in a silent tribute to his many fine qualities. Brother Leo Haggerty has been seriously ill but is now reported to have passed the crisis and is slowly recovering.

Ladies' Auxiliary

April 3 meeting was called to order by Vice-President Mora Bagby, with Mother Fisher leading the salute to the flag. Only other officer present was Secretary Edith Bullock. There were no reports from standing committees. A letter from President Marlo LeFors to officers and members was read and enjoyed by all. Several bills were presented for payment and disposed of in the proper manner. Suggestions again were made for buttons for members to wear during meeting night. More discussion will be heard later on the issue. Babe Miller suggested that members save tin foil and purchase a hospital room to be used by club members in need or to rent it to any one wishing to occupy it. This also will be given consideration later. Plans for an Easter party were completed. Motion to adjourn was made by Mrs. Burke and seconded by Mrs. Vernon. Bridge and luncheon furnished entertainment for remainder of the evening.

April 9 meeting was called to order by First Vice-President Mora Bagby, with 26 members attending. Other officers on hand were Chaplain Fisher and Edith Bullock, secretary. Letters and Easter greetings were read and a letter was received from President LeFors and Easter cards came from Ethel Krug and Mabelle Bennet. Fern Cheney and the girls on the White City Shows wired greetings. An interesting letter from Walton de Pellaton wishing members continued success and congratulating them on their appointment of Mrs. E. W. Coe as representative on the membership committee also was read.

Lou Johnson, executive secretary of the PCSA, advised sisters on the road and at home to feel perfectly free to use the facilities of the PCSA office at any time for forwarding mail or any other way. He also thanked the club in behalf of the officers and the members of the men's club for the Latin-American decorations donated by President LeFors and Ming Toy Wright. Under good of the order, it was decided that members on the road should obtain information as to the progress of the club from the secretary by writing her at any time. Secretary will promptly answer all letters received.

Members voted it was very important to always have club news in *The Billboard*. In that way members on the road can keep in close contact with the club and Secretary Edith Bullock stated she would put forth every effort to have the (See PACIFIC COAST on page 67)

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Royal American

ATLANTA, Ga., April 22.—With six more carloads of equipment added, shows rolled in here yesterday to open what Carl J. Sedlmayr, general manager; Elmer C. Velare, business manager, and Curtis J. Velare, concession manager, believe will be the best season in RAS history. To qualify this belief Sedlmayr and the Velares point to 24 well-developed fairs under contract; to an array of attractions and to association on this unit of some of the industry's outstanding producers of shows. Among the fairs contracted are the Minnesota State, Calgary Exhibition and Stampede, Florida State, Mississippi State, Tennessee State, Alabama State, Brandon Provincial Exhibition, Edmonton Exhibition, Saskatoon Provincial Exhibition, Regina Exhibition, Canadian Lakehead Exhibition, Knoxville (Tenn.) Fair, Minot (N. D.) State Fair, Tri-State Fair, Mid-South Fair, Grand Forks (N. D.) State Fair, Mobile Greater Gulf Coast Fair, Pensacola Interstate Exposition, Winter Haven (Fla.) Orange Festival and Central Florida Exposition. Raynell will present a dramatic production on a revolving stage made up into three sets. Raynell's attraction will feature 20 performers. All equipment is new, with the top capable of seating 2,000. Dick Best's Human Oddities equipment requires six wagons for loading and has a 210-foot front. William Aldrich will have his Imperial Hawaiian attraction on the midway. It has a bally arrangement divided into four elevations, and all new stage facilities, lighting effects and a new type of sound equipment prevail. Many changes are to be made for Marjorie Kemp's Legion of Women Hell Riders. Construction work is to be launched here, where shows will play their third annual Spring Festival for the American Legion Post, of which R. A. Garner is adjutant in charge, and J. Walter Le-Craw is commander. Reported by Jack E. Dadswell.

Zacchini Bros.

ST. LOUIS, April 22.—Quarters work is rapidly nearing completion under supervision of Hugo Zacchini. All canvas orders have been given to the Fulton Bag and Cotton Mills. All show fronts are nearing completion. Manager Bockus left for a few days to close several contracts and to visit several large cities in the interest of the show. Transformer truck is completed. Show's color scheme is silver and gold. All motor equipment is new, show moving by semi-trailers and tractors. All advertising copy and lithograph paper has arrived and will be put up here as soon as the Zacchini repeating cannon finishes its engagement with the local Police Circus. Howard Mitchell arrived and is organizing his billposting crew. Zacchini fam-

ily played host at a gigantic spaghetti supper to the personnel of the Police Circus here. Visitors included George A. Hamid, Charles T. Goss and John Francis. Recent arrivals were Jack Perry and his fat girl show. Reported by Bill Eaton.

W. C. Kaus

WINSTON-SALEM, N. C., April 22.—Everything is in readiness for the opening at Hopewell, Va., April 24. Show will carry eight rides and seven shows. Rides ready are Ferris Wheel, Whip, Chairplane, Tilt-a-Whirl, Loop-o-Plane, Merry-Go-Round, Kiddie Autos and Kiddie Aeroplanes. Ridee-O and Octopus are expected to join at Hopewell. Shows will include Johnson's Girl Revue, George Baldwin's Minstrel, Posing, Illusion and Capt. Henry VonDerheid's Monkey Circus. Staff includes W. C. Kaus, owner-manager; Mrs. W. C. Kaus, secretary-treasurer; Russell Owens, lot superintendent and concession manager; Nick Otte, electrician; Ray White, mechanic; William (Bill) Richardson, *The Billboard* agent and mail man.

Helen Owens has her bingo de luxe all set and assisting her are Ashby (Tiny) Tibbetts, mike man; Dot Gorggrant and Helen Owens, checkers; Bill Richardson and Elwood Owens, helpers. D. W. Leslie and son, Robert, joined with their Tilt-a-Whirl and ball games.

Show, and Tom Bagley, his assistant, came in April 30. Ed DeVeldic, posing show manager, arrived with Sue Harcourt. Harry La Pinc, who is to talk in front of Dick Keller's Motordrome, has been here for some time. Wallace Barber will take charge of Sam Hull's Public Enemy Show. Glenn Kishko, scenic artist, is turning out wonderful work. Bud Bantly visited. Two celebrations were contracted last week. Equipment will be moved to Du Bois, Pa., starting April 24. Mr. McLaughlin, who is to have the Monkey Show, is expected soon, as is Bud Brewer, who will have the Burlesque Show. General Manager Bantly and Charles Maloof are forming a new arcade. Mrs. Herman Bantly is proudly displaying her bridge championship award. Recent arrivals also include the Kahrl Sisters, Virginia Denny, Mr. and Mrs. Burt Thornton, Mrs. Cliff Patton, Violet LaVine and Frank Bland Jr. Reported by Harry E. Wilson.

Fair at Home

CHATHAM, N. J., April 22.—Work in quarters is going at full speed, with plenty of painting being done. Repairs have been made on the motors, with Charles Houston in charge of rides. Manager George Traver and the writer have been away on a booking tour but returned to quarters after attending the National Showmen's Association meeting in New York on April 12. Writer will handle all press and special promotions. Special children's matinees will be staged twice a week. Opening is slated for late this month. Reported by Thomas Parker.



CARLSON SISTERS, packing a total gross weight of 1,146 pounds, are pictured here as they stepped from a bus upon arriving in Mobile, Ala., on April 11 to join the Rubin & Cherry Exposition's fat girl show, after a long trip from their home in Petersburg, Va. They are being greeted by C. E. Shriner, Mobile manager of bus lines, left, and Roland W. Richards, director of publicity of the shows, right. Photo furnished by the latter.

E. M. (Mack) McIntyre has his Midway Cafe ready. Capt. Henry VonDerheid received several new monkeys for the monkey circus. Walter (Red) Cox has signed his Mickey Mouse. Mrs. Nick Otte has the pop corn and peanuts, while Harold Booth and wife, Ira, have the photo gallery ready. Reported by William (Bill) Richardson.

Bantly's All-American

REYNOLDSVILLE, Pa., April 22.—Work in quarters is progressing nicely and everything will be ready for opening in Du Bois, Pa., on April 29. Dick Keller arrived here last week with Mary Bell and Richard Smith and is completing work on his motordrome. New black tops arrived from Baker-Lockwood Co. and are the last word in canvas. New fronts are due soon. Cliff Patton has lined up his staff of side-show performers. Frank Sheppard and wife are getting his electrical equipment and wagon in shape. Bennie and Nettie Smith stopped en route to Cleveland, where they will visit their son, Howard, before returning. Jake Faust, who drove his brother Ike's truck here, stayed only an hour and left to join another show. Buddy and Alberta Rilee are getting their illusion show in shape. Eugene Shriver and wife, accompanied by Larry Stewart and Jack Collins, arrived. Gene will have diggers, rat game, pan game and pop corn. Hank Sylow, who will have the Prison

Criterion

URBANA, O., April 22.—Work is progressing rapidly on shows and rides, and all equipment should be ready well in advance of opening here on April 29. Manager A. D. Smith has been completing arrangements for early dates. K. Max Smith is also back in quarters after several recent trips, on which he purchased new tops and banners for two new shows, which will also be ready for opening. All concessioners have been notified of opening date and are starting to arrive. Organization will adhere to a free gate policy thruout still dates. Reported by K. Max Smith.

Dodson's

HUNTINGTON, W. Va., April 22.—Nearly all who will be connected with the shows were on hand awaiting opening here. Rain and floods hampered the quarters work somewhat this week, but a huge tobacco warehouse was leased to speed construction and painting of new fronts. New Roll-o-Plane, owned and operated by Harold Lucas, arrived. Mel and Guy Dodson, co-owners, were feted and honored with membership in the Chamber of Commerce. Contest among women at quarters as to who could attend the most picture shows in one week ended in a three-way tie between Lee Richards, Lyn Cary and Jessie Clarke. Lucille Osbourne purchased a white horse for her Ches LaFemme Show. Charlie Noller arrived

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, \$3.50. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7. LIGHT WEIGHT BINGO CARDS. Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Automatic Bingo Shaker. Real Class \$12.50 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25 Lightweight Lapcards, 6x16, Per 10050 Stapling Bingo cards, or sheets on same, extra per C50 3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M 1.50 Postage extra on these sheets. Bingo Card Markers, in strips, 25,000 for . . 1.25 Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS

Our New SUPER WIZARD with a heavy double head and larger spindle. We have sold this machine to the Concession for the New York World's Fair. Spins Candy Floss FASTER and FINER. For full details write or wire **ELECTRIC CANDY FLOSS MACHINE CO.**, 202 Twelfth Ave., S., Nashville, Tenn.

WANTED GOODING GREATER SHOWS

Legitimate Game Concessions of all kinds (except Bingo). Will Book Octopus Ride. Can use good Shows. Address Inquiries: Springfield, O., until April 29; Portsmouth, O., May 1-6.

WANTED AMERICAN EXPOSITION SHOWS

Legitimate Concessions of all kinds except Cookhouse and Bingo. Have openings for several good Shows. Address **BLAINE GOODING, Manager,** Parkersburg, W. Va., April 24-29.

WANTED

For 10 Good Locations in Columbus, O., Legitimate Concessions, including Bingo. Also Shows. Address: **The F. E. Gooding Amusement Co.** Box 386, Columbus, O.

DARE-DEVIL OLIVER

World's Premier High Diver

Some open time left. This is no stepladder act. Write for particulars. Tonawanda, N. Y.

from the West to take charge of the writer's Illusion Show. Kid Ellis, cookhouse operator, is suffering from the flu. Mel Dodson Sr. and Jack Baillie, concessioner and ride operator, are on a business trip in the South. Sam Jack Evans, former secretary of Cotton Palace, Waco, Tex., is secretary-treasurer of the shows. Joe Baker left with several of the boys for a week's engagement at Charleston with the Latlip Shows. Johnny Hoffman and Charlie Wright came in from St. Louis, while Howard Pelrcy dropped in en route north for a visit with the boys. Dodson Brothers were on a 30-minute broadcast from local radio station, being interviewed by Vernon Bally, staff announcer on *The Home Town Show*. Kings of heart players here are Bill Harvey, Fats McCauley, Dave Waldron, Slim Carver, Cy Holliday and O. K. Hager. Lee Faulkner is the champ. Reported by Roy B. Jones.

FAIR SECRETARIES

News and chatter about the bands and acts that will draw more people to your fair appears in *The Billboard* this week and every week in the

MUSIC
and
NIGHT CLUB-VAUDEVILLE DEPARTMENTS

Read Them Regularly!

New England

(Baggage cars and trucks)

Clifton, N. J. Week ended April 15. Location, Olympic grounds. Auspices, Veterans of Foreign Wars. Weather, cool and some rain.

Paid admissions Saturday night were 4,200, and rides, shows and concessions did a good business. Following have joined the staff: Tommy Carson, legal adjuter; Joe Falco, trainmaster; Bell Rickel, boss carpenter. Cy Aurillo is with it again. Visitors included Lee Plume, Jack Daverin, Sam Prell, Billy Marko and Mr. and Mrs. Travers.

Jumbo Gaubin, 194-pound heavyweight boxing champion of the U. S. Army, is with the Athletic Show. Archie (Whitey) Brown is manager-talker of Beauty on Parade. The G. T. Fitzpatrick Wild Animal Show did well. Col. R. Young and Capt. R. Lewis, formerly of the Hagenbeck Zoo, Berlin, Germany, will be in charge of the cat animal division again. AL YOUNG.

Marks

Richmond, Va. Week ended April 15. Location, C. C. A. Baseball Park. Weather, two good nights; remainder of week cold and rainy. Business, good.

Opening preview week was far ahead of the most sanguine expectations despite cold and rainy weather which prevailed from Tuesday until Friday. Monday and Saturday were the best nights, when over 5,500 paid gate admissions were recorded. Show did not move across town to the West Broad street and Belt Line location until midnight Sunday because of the Sunday law restrictions, but everything on the augmented midway was in readiness by Monday night.

A torrential rain prevailed all day, causing a postponement of the scheduled April 17 opening, but Tuesday and Wednesday weather was warm and clear and business was good. It was the first time a carnival played this location.

FEATHERWEIGHT BINGO SHEETS

Size 5 1/2 x 8. Very large numbers. Packed 3,000 to the Carton. Weight 13 lbs. Numbered from 1 to 3,000. Printed on white and 6 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000.

PRICES: Minimum Quantity 1000.

Postage Extra.

Loose Sheets (not in Pads), per 1,000, \$1.25
Numbered Pads of 25 Each, per 1,000
Sheets 1.50
Largest Sheet on the market. Immediate delivery. Samples free.

J. M. SIMMONS & CO.

19 W. JACKSON BLVD. Chicago, Ill



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT PROTECTIVE—SOCIAL

(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

1564 Broadway

New York City

WANT MORE REVENUE

for

YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Heretofore it had been used exclusively by circuses.

WALTER D. NEALAND.

Dee Lang

(Motorized)

Belleville, Ill. Week ended April 15. Auspices, American Legion Post. Location, fairgrounds. Weather, cold with rain.

Another long move from Jonesboro, Ark., was successful with all equipment on grounds in record time and ready for opening Monday night. Cold weather kept the crowds away, however. Warmer weather Friday gave shows and rides fair business, but a week-end rain marred children's matinee Saturday afternoon and caused shows to close early that night. Weather conditions and lack of attendance caused committee, headed by C. H. Baumgarten and C. H. Fitzgerald, to prevail upon Owner Dee Lang to remain over for another week, which he hesitatingly agreed to do. Spot's being close to St. Louis resulted in many shopping trips into the city and visits among other shows, including the Police Circus. Personnel was guest at an open-house party by International Showmen's Club. Mr. and Mrs. Charles Goss acted as host and hostess. Work was begun on the new Funhouse by Ted Reed and assistants. Owner Dee Lang motored to Mt. Vernon, Ill., and ordered Spee-

dawn in eight inches of water. City officials, hearing of the show's trouble in getting off the lot, thoughtfully sent out a city tractor in a good-will gesture, and by noon everything was en route to Mt. Vernon, Ill. Tony Morocco joined with Dinty Moore's diggers, replacing Gene Wilhelm, who went to the Fairly & Little Shows. Vivian Barnhart left for Minneapolis to be with her mother, who is critically ill.

With the Bob Strayer Shows at Herrin, Ill., and the Groves Greater Shows at Zelger, much visiting was done. Seen on the midway here were Mr. and Mrs. Bob Strayer; Mr. and Mrs. Ed Groves and niece, Eleanor; George Cain, Marion and Jimmy Thompson, Mr. and Mrs. Paul Varner, Glen Osborn, Charles Iseman and Ernest G. Campbell.

BRUCE BARHAM.

Buckeye State

(Motorized)

Oxford, Miss. Week ended April 15. Auspices, American Legion. Location, center of town. Weather, cold, scattered showers. Business, very good.

First good business of the season greeted the shows here. Despite the cold and heavy showers, college students and residents jammed the midway from early afternoon until late at night spending



MR. AND MRS. MAX GRUBERG and daughter, Nancy (left), of Gruberg's World's Exposition Shows, as they appeared just before partaking of dinner in the shows' cookhouse on opening night, April 10, in Rocky Mount, N. C., where adverse weather conditions resulted in the organization playing to only fair results. Shows used a new lot at Tarboro street and Redgate avenue just outside the city limits, sponsored by the Spanish War Veterans' Post. Photo furnished by G. Hodges Bryant.

Dee light towers. Visitors included Larry Hogan, Mr. and Mrs. Tom Allen, John Francis, Amil Shonberg; Mr. and Mrs. Orla Lashbrook and son, Buddy; August Grundt, Oscar Bloom, Mr. and Mrs. Leo Lang, Will Lang, Mrs. Ted Reed, Mr. and Mrs. Charles Goss, Mr. and Mrs. Matt Dawson, L. B. Smutz, Elma Obermark, Mr. and Mrs. Fred Reed, Mr. and Mrs. Sam Fidler, Mr. and Mrs. Ray Cousins, Mrs. Ora Lamar; Mr. and Mrs. Earl Lamar and daughter, Priscilla; Jack Stump, Ben Roodhouse, Lee Sullivan, Mrs. Jane Pearson, Mr. and Mrs. E. G. Reisenbichler, Mr. and Mrs. C. H. Miesner, John Wade, Carl Casey, Mrs. Charles Klarsch and family, Mr. and Mrs. Bill Bennett and Mrs. Peggy Smith. C. F. ARMSTRONG.

West Bros.

(Motorized)

West Frankfort, Ill. Week ended April 15. Location, West Mine lot. Weather, very bad. Business, poor.

Another week of rain, snow, sleet and mud and another week of sawdust hauling every day, only to have it rain at opening. In between the rain and snow, however, shows managed to get enough business to keep moving. Rain held off Saturday until nearly 9 p.m., resulting in a good gate, but a downpour started then and continued thruout the night. Teardown was completed by

Weather, unsettled. Business, good, weather permitting. Ten-cent gate.

Opening night was lost because of rain, but as the week passed the weather and business got better. A threatening rain on Saturday held off until time to tear down, causing much discomfort at the getaway. In addition to newspaper advertising three radio programs were presented during the week, featuring acts from the side show, Girl Revue and the Minstrel Show. Mills and Mills, high wire, presented their free act despite the cold and wind. Mr. and Mrs. Jack Smith left to join the Bazinet Shows. Mr. Duffy left to join the Fidler Shows. BUDDY MUNN.

Hilderbrand's

(Motorized)

Sacramento, Calif. Six days ended April 16. Location, Stockton boulevard. Auspices, American Legion Post. Business, fair. Weather, fair. Pay gate, 10 cents.

Show broke all its own records in the 450-mile move here from Compton, Calif. Miracle of the trip was Mike Rogotino, with a 1928 Ford truck, who was second to complete the journey without aid of an assistant driver. Truck and ride men deserving commendation for their untiring efforts and efficiency include William Summers, James Heller, Danny Barnett, Clarence Rhinehart, D. O. McCarty, Bill Osler, Dave Pennington, Cliff Bianess, Carl York, Chet Barker, Bob Perry, Fred Thumberg, H. Johnson, Fred Stewart, Mike Rogotino, Byron Kast, Gene Knowles and Maurice Lahey. Cool nights prevented business from coming up to last year's. Nevertheless the American Legion Post was helpful. Claude and Leona Barie's French Casino and the Nudist Show, operated by Jimmy LaRue, tied for top honors, with Tailspin, operated by Mr. and Mrs. H. Johnson, a close second. Fred Thumberg left for Salem, Ore., to bring back his new Rolloplane. O. H. Hilderbrand, accompanied by Mr. and Mrs. Cleo Qualls and R. Smith, arrived from Los Angeles. Hilderbrand and Smith continued their journey to Portland, Ore., where Hilderbrand will visit his family. Fishing equipment was taken out of moth balls and put into service here, while the champion fishermen, Art Anderson, Ralph Balcom, Vic Davis and Johnnie Hicks, returned with limit catches. Mr. and Mrs. Ralph Balcom purchased a new truck. Charles Soderberg remained in Los Angeles to appear in a movie and arrived in time to open in Vallejo, Calif.

O. H. Hilderbrand and R. Smith purchased the privilege car owned by Danny Callahan and Jerry Mackey. Leona Barie tendered Claude Barie a dinner party at a local hotel in celebration of his birthday anniversary. Mrs. Everett Mitchell has recovered from a recent illness, while Willie Hustrel returned to the Hustrel aerial act after spending a week in a hospital. King Meitus' one-ring circus, featuring his elephants, ponies and dogs, arrived. First performance is scheduled for opening night at Vallejo. Unit arrived from Los Angeles under supervision of Mr. and Mrs. Joe Metcalfe, who will present the act.

WALTON DE PELLATON.

Crowley's

Seminole, Okla. Week ended April 15. Location, Softball Park. Auspices, Lions' Club. Pay gate, 10 cents. Weather, rain and snow. Business, bad.

Shows set up here to cold and rain, with the latter ruining opening night. Next day it snowed and the midway was dark. Attendance picked up on Wednesday and Thursday nights but more rain prevailed on Friday. Old Sol helped some on Saturday. Records reveal the show has had one real-show-going day in five weeks. Newsboys of The Daily Producer and Weekly News were entertained on Monday and Wednesday nights. Underprivileged children and poor also were guests. General Agent E. W. Wells left for the North. Jack Starling is in charge of the office wagon. Col. John A. Stryker, North Platte, Neb., rodeo promoter, and son, Louis, and Bill Newton, Ada, Okla., and son, Clyde, were honored with a dinner in Hubert Hall's dining tent. George Finning has the Athletic Arena. Brownie Turnau heads the boxing contingent. Mrs. Fanning will join at Wichita, Kan., as treasurer. Ada Bishop and daughter, Mrs. June Tetts, with the show band, and showfolk went to Maud, Okla., and held memorial services for their husband and father, the late Bill Hedberg. Lottie Wren has joined her sister, Connie Hamilton, on

Zimdars

(Motorized)

Russellville, Ark. Location, Compress show lot. Weather, mostly cold and rain. Business, good when weather permitted. Ten-cent gate.

Show opened to a fair crowd, but weather took a turn for the worse during the middle of the week, with rain and cold and causing loss of one night. Friday and Saturday saw a break in the weather and fair crowds and good business resulted. Rides enjoyed a good kiddie matinee Saturday when the show also entertained newsboys. Visitors included Bill Kerran, J. T. McClellan and Joe Rosen, of the Royal Midway Shows. First move of the season was made with a minimum of trouble because of the fine work of Jess Ross, mechanic.

Jonesboro, Ark. Week ended April 15. Auspices, Young Business Men's Civic Association. Location, Cole's show lot.

Hamilton's Circus Side Show. Jerry Johnson is presenting the sword box mystery. LeRoy, frog boy, has recovered from the flu. Charles Britton, chief electrician, went to Royal American Shows in the same capacity. He was succeeded by Myron Clevinger.

H. T. Braucht and Robert D. Curran, owners of the Colorcraft Poster Co., were guests Thursday. A group of 20 motored to the Pool farm near Wewoka, Okla., old home of "Maxine," mentalist, on Thursday. Her parents, Mr. and Mrs. Daniel Pool, and brothers, Francis, Jasper and Paul, proved wonderful hosts. Press gave Maxine pictures and story of mystifying Hon. John Stanley, district attorney, at the Lions' banquet. Her husband, Rajah Rodah, scored with magic.
DOC WADDELL.

L. J. Heth

(Motorized and baggage cars)

Nashville, Tenn. Week ended April 15. Location, 40th and Charlotte streets. Auspices, American Legion Post Band. Business, bad. Weather, bad.

American Legion Band played host to 3,000 underprivileged children here Friday, with each receiving a bag of pop corn, bottle Nu-Grape and a cake free. Weather was fair and a crowd turned out for the event. Transportation was furnished by the Greyhound Bus Co., with members of the American Legion Band as hosts. Leon Wiggins, Dr. Sar-gatz, Paul Graves and other committeemen co-operated. Early Sunday a strong wind played havoc with several tops, completely wrecking the girl-show top, while the Merry-Go-Round and Motordrome tops were slightly damaged, as was the mouse-game top and frame.

Crew spent the greater part of the day making necessary repairs.

DON COLLINS.

Funland

Cleveland, Tenn. Week ended April 15. Auspices, American Legion Post. Location, Johnson's lot. Pay gate. Weather, rain and cold. Business, excellent when weather clear.

Same as last week at Calhoun, Ga., contracts are signed for the regular county fairs next fall at both spots. Postmaster Anderson and Mr. Campbell spared no work, time nor effort to turning this from a heretofore blank into a good spot. Our eight-piece uniformed all-American band and free act continue popular. Charles Miller's four stock stores are doing okeh.
TED C. TAYLOR.

J. F. Sparks

Attalla, Ala. Week ended April 15. Auspices, American Legion Post. Ten-cent gate. Weather, rainy and cold three days; remainder good. Business, good.

Show opened on time here Monday night to a good crowd. Crowds dwindled, however, with the coming of rain Tuesday. Cold weather prevailed Tuesday, Wednesday and Thursday and lot was damp altho covered with shavings. Friday and Saturday the midway was packed. All night long lines formed in front of rides and shows, and concessions got their share of business. Sponsors co-operated. Neal Hyde is handling mail and The Billboard. Mrs. Anna Richardson joined with hoop-la.
JAMES H. TIMMONS.

Blue Ribbon

(Motorized)

Rome, Ga. Week ended April 15. Auspices, United Spanish War Veterans. Weather, good and bad. Business, fair.

Despite one day of rain and two extremely cold days, shows had a fair week here. Committee co-operated. Roy Woods' Motordrome topped the shows. Irvin Lewis' Big Apple Revue ran a close second, while all shows did the best business of the season. Rides were well patronized, with the Ridee-O taking top honors. However, the Ferris Wheels came in for a goodly share. Determination Hoyt joined and took the feature spot in the side show. Snowball Johnson joined with his minstrel troupe.

Mr. and Mrs. Pope Hudgins were busy entertaining friends and relatives who live near by. John Galligan had his best week of the season with the bingo and scales. The Stringfellers were busy till the wee hours taking pictures. Al and Fay Fromouth reported good cook-house business. Art and Mary Anne Alexander entertained the staff with a spaghetti supper for the week's social function. All guests reported an enjoyable time.
W. R. (RED) HICKS.

Fuzzell's United

(Motorized)

Corning, Ark. Week ended April 15. Auspices, V. F. W. Location, Myers lot. Weather, variable. Business, fair, with free gate.

Shows arrived from Searcy, Ark., in good time. Original lot was under water, forcing shows to make a quick change to a lot on the other side of town on a sandy knoll, which was to the shows' advantage during some rainy days but very disagreeable in a rainstorm Saturday night. All trucks mired in the soft sand and a State highway caterpillar had to be used until late Sunday getting off the lot. Several trucks were damaged. Altho long and narrow, lot made a nice midway. Saturday reminded all of the good old days as patrons came on the lot at 10 a.m. and continued thru-out the day and night, making matinee and night business very good. Tilt-a-Whirl is still holding top ride money honors. W. J. Dunne has added several new attractions to his Museum of Oddities.
F. W. PRATT.

Golden State

Inglewood, Calif. Week ended April 15. Auspices, Scioto Post. Weather, rain, wind.

Show was set here in good time. Spot turned out a blank, however. Rain and fog prevailed the first two nights, while on Thursday morning a gale turned up, taking with it Mrs. Kanthe's penny pitch and the ball game owned by Harry Takie. Girl Show was leveled, and the shows finally were forced to close after about two hours of operation. New wagon, with three new 50-k. w. transformers, was put into service here. Electrician Roy Rutter was brought from the East Coast and is now planning to increase all the electrical paraphernalia.

Frank Kitchener (Pollock) again is with the organization, taking care of the mechanical end. Work is still going on in quarters, where rides are being painted and built and placed on the show as soon as they are completed.

O. N. Crafts is busy with interests he holds at Redondo Beach. As Crafts 20 Big Shows were only about 15 miles distant, both personnels exchanged daily visits.
BILL HOBDAV.

Krekos West Coast

San Mateo, Calif. April 11-16. Weather, first two days terrible; rest of week good. Business, good on rides and shows. Auspices, V. F. W.

Spot was played for the first time by this show and windy weather forced shows to close on opening day. Second day was cold but business picked up some. Rest of the week was good for rides and shows, but concessions did not click. Mr. Calkins, with his Little Pal show, joined here. Bernie Davis visited from San Francisco, as did Mr. Kendal and Mr. Williams. Sol Grant and wife visited with Mrs. Charles Walpert. Mrs. Dudley Meadows reports she sold out of The Billboards an hour after receiving them. So far the season has not been so good. Ted Right's Nude Ranch Show topped the midway. M. E. Arthur's Neride Show reported fair business, as did Dick Morris' Posing Show.
W. T. JESSUP.

Martin's United

Fresno, Calif. Week ended April 8. Location, Blackstone avenue lot. Auspices, VFW. Weather, ideal. Free gate. Business, excellent.

Show moved here over mountainous roads in good time and everything opened on schedule to the largest crowd of the season thus far and continued to increase during the week. Top ride money went to Mrs. Dolly Martin's Ferris Wheel. All rides did well, as did Killer Perry's Athletic Show and the string, girl and other shows. Concessions reported satisfactory business. Date was well advertised. Spot broadcasts over the local radio stations were used. Marlo and LeFors, free act, was presented each evening and proved popular. Many visits were exchanged during the trip from last week's stand with the Clark Greater Show. Those receiving visitors were Mr. and Mrs. Archie Clark, Florence Webber, Mr. Webber, Mike Collins and wife, Sam Brown; Mr. and Mrs. William O'Neill and daughter, Peggy; Marie LaDue, Eddie Murry and Frank Redmond. Members also visited the Joyland Shows and Mr. and Mrs. H. Bowen, managers; Harry Gordan and Mr. and Mrs. Homer Reise. Two birthday anniversaries were cele-



It's New
GUESS YOUR HEIGHT SCALE
Is Going Over Big
SURE WINNER

Your opportunity is here. No experience is necessary. In a few days you can become an expert operator. One out of fifty persons know their height. Order yours today and go to town. Price \$80.00 F. O. B. Churchville. Half Cash, Balance C. O. D. Can Make Immediate Shipment. Write for Descriptive Circular.

Manufactured by

D. BIERBRAUER, Sr., 6100 Chili Road, CHURCHVILLE, N. Y.



THE ORIGINAL CANDY PULLER
←- DISPLAY PULLERS

Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.

REBUILT MACHINES AVAILABLE
Guaranteed Rebuilt Machines at substantial savings.

All replacement parts in stock for immediate delivery.
WRITE OR WIRE FOR DESCRIPTION AND PRICES.

HILDRETH PULLING MACHINE CO.
153 CROSBY ST. NEW YORK CITY

"Featuring The Only Girl Being Shot From a Cannon"

ALSO BUSTER GORDON'S HIGH DIVING TROUPE.
Secaucus, N. J., All This Week, April 23 to 30; Poughkeepsie, N. Y., Week May 1 to May 6.
CAN PLACE Grind Shows, Motor Drome, Fun House.
CONCESSIONS—Can Place few more Grind Stores. No exclusives.

All Ventries Can Place Girls for Girl Shows. All Girls knowing Sonia Giroud come on.
NEW ENGLAND MOTORIZED SHOWS
Address Per Route.
P. S.—Anyone knowing whereabouts of Paul Fain with Fun House please communicate.
W. J. "BILLY" GIROUD, Gen. Mgr.

ECORSE, MICH.
AMERICAN LEGION CARNIVAL, April 29—May 7

Ecorse is the home of the Great Lakes Steel Corp., and a suburb of Detroit. A real live spot right now: Can place strictly legitimate Concessions of all kinds, except Popcorn, Long Range Gallery and Corn Game. Concessions, \$15.00 weekly. NORTHWESTERN SHOWS furnish the Midway. Come on or address 36 East Woodbridge, St., Detroit, Mich.

LAST CALL-----BANTLY'S-----LAST CALL
ALL AMERICAN SHOWS

OPENING DU BOIS, PA., SATURDAY, APRIL 29.
All People Contracted Report in Time for Opening.
CAN PLACE American Palmistry, Fish Pond, Knife Rack, Cane Rack, Hoop-La, Root Beer, String Game, Long Range Gallery, Jewelry, Novelties, Guess-Your-Weight Scales, Guess-Your-Height, Candy Floss, High Striker. Can always use experienced Ride Help. Address Reynoldsville, Pa.

brated, one by Mrs. Dolly Martin, who was tendered a surprise party by Mom Slover in the cookhouse. The other was the eighth birthday anniversary of Darlene Hole, also in the cookhouse, and enjoyed by all the kiddies around the lot. New arrivals included Earl Gold, Carl Gilcrest and Babe Miller. Marlo LeFors continues to entertain for the women on the show in her new house trailer. Loyd Hole purchased the cookhouse from Pop Slover. Micky Goldberg, who had been confined in his hotel, is back on the lot.
TED LEFORS.

CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine.
Original ball bearing Motor.
10 patents. Last Apr. 1938.
Originator one-piece bands.
Double Heads 100% true.
No wabbling. Guaranteed.
1 lb. Sugar Nets, \$2. Catalog Free. **NAT'L FLOSS**
MCHN. CO., 310 East 35th St., New York, N. Y.

PERCY KLEIN
"The Showfolks' Friend" is now operating
EDISON HOTEL
Formerly the Kilkeary Hotel
135 9th St., Pittsburgh, Pa.
Every room with bath or shower. Elevator service.

"LOOK AT LIFE"

Want to hear from Baby Lee, Nellie King and Ubella. Will place for long season real Musical Act. Joe Kaprio write, lost your address. Want real Hawaiian Troupe. Can place Wind-up Balls, small white or colored Dwarfs, Pinheads or Hygmies. Girls, young, attractive and single for Illusions. Privileges open—Coru, Floss, Lunch, Juice, Photos and Wire or Jewelry Workers. Want a Mentalist, code act. All address, now showing 132 East Michigan Ave., Jackson, Michigan.

PENN STATE SHOWS

Open Berwick, Pa., Saturday, April 29 to May 6
Want Shows, Flat Ride or Loop-o-Plane. Concessions—Custard, Long or Short Range Shooting Gallery, Palmist, Hoop-La, Penny Pitches, Stock Wheels, etc. Penny Arcade, Chairplane Program. Second Man for Ferris Wheel. Electrician with Concession. **STEWART WACHTER**, Berwick, Pa.

End your correspondence to advertisers by mentioning The Billboard.

was among the first up. Because the Golden State Shows were near by a number of No. 2 Unit's folk visited. They were Bill Hobday and family, Mr. and Mrs. Jack Lindsey, Jack Willard and Roger Warren. Fred Glick, master mechanic, is keeping the equipment in good shape. Ride Superintendent Roy Sheppard visited for a few days, inspecting the various rides. Ed Kanthe received his house trailer here. John (Spot) Ragland is getting his picnic equipment ready for the first annual show party and picnic to be staged soon. O. N. Crafts is assembling his deep-sea fishing tackle. Elmer Hanscom, legal adjuster, was busy shaking hands around the Los Angeles area, where he has a host of acquaintances. Cyclone Curtis is still holding them with his motorcycle ski jump. ROY SCOTT.

Barfield's*(Baggage cars)*

Dalton, Ga. April 10-15. *Auspices, American Legion Post. Location, White show lot. Business, very good. Weather, rain and cold first of week, clear and warm latter part.*

After a 200-mile move from Opelika, Ala., shows were up and ready Monday noon. Although the weather was cold and cloudy, a fair crowd came out for opening. An early-morning rain followed by heavy winds and cold weather Tuesday kept crowds away and business was anything but good. This continued thru Thursday. Friday was clear and warm and midway was filled almost to capacity, with everyone enjoying good business. Saturday was even better. Visitors included Mrs. Rubin Gruberg and Mr. and Mrs. Eagle, of the Rubin & Cherry Exposition. They were entertained by Mrs. Pearl Barfield. Manager and Mrs. C. E. Barfield made several trips to Columbus, Ga., recently and purchased a new truck which is being remodeled to carry the band and as an advertising car. General Agent and Mrs. Robert Stewart returned from a successful booking trip thru Tennessee and Kentucky. Mrs. T. J. (Mickey) Apple returned from her home in Nashville, Tenn., where she has been recuperating from a recent illness. Jimmie Merritt joined here with his long-range shooting gallery, and Jack Whaley arrived to take up his duties as ride superintendent.

KENNETH FRANKLIN.

Byers Bros.

St. Genevieve, Mo. April 10-19. *Auspices, American Legion Post. Weather, cold and rainy. Business, fair. Pay gate, 5 cents.*

Show did fair on nights it could open. Monday and Tuesday were rained out, but business was fair on Wednesday and Thursday nights. Weather was warm on Friday night and business was good. Business for remainder of the stay was fair, with considerable rain. Co-Owner Carl Byers left on a booking tour. Tilt-a-Whirl got top ride receipts, with Ferris Wheels running second. Marton Operle, manager of the Orris Theater here, visited on Sunday and invited personnel to be his guests at the theater. Showfolk enjoyed his hospitality on nights when weather prevented opening.

Mr. and Mrs. Taylor Miller took delivery on a new trailer. R. K. Leroy and Jean Mercer, managers of the Ten-in-One, submitted the following line-up of attractions: Mr. and Mrs. King, mentalists; Sailor Ray, tattooing; Captain Andrews, fire eater; Vera Cummings, iron tongue; Jean Mercer, tight wire; Lady Marlon, sword swallower; Princess Jeannette, snakes; Went Richard, magician; Ray Slinker, emcee; Mrs. Slinker, illusions; Mrs. Searles, illusions; two-headed baby; Headless Woman; Jean Mercer, annex, and Mr. Searles, tickets. Bill Noble's B-Bar-B Ranch continues popular. Visitors were Tom Fuzzell, Roy Goldstone and Roy Lee, of Fuzzell's United Shows, and Billy Gear, Great Sutton Shows.

DOROTHY BYERS.

Burdick's All-Texas

Conroe, Tex. Week ended April 15. *Location, Fourth and Davis streets. Auspices, American Legion Post. Five-cent gate. Weather, very cool three days, warm other three. Business, good three days.*

All enjoyed this location after showing in the country at Lufkin, Tex., last week. Mr. and Mrs. Burdick returned from a visit to the Rio Grande country. Ira Jr. has been suffering from the flu. Ned Rao and party have been vacationing for a couple of weeks but are due back soon. Texas Tommy and Buffalo

Cody, of the Hall of Oddities, were called to Houston and probably will not be back. Eden Dye has temporarily stored his Airport ride. He also has his string of concessions here. Many of the personnel visited the General Amusement Midway at Navasota recently. Mr. and Mrs. J. O. Camel, concessioners, and party stopped off en route to Oklahoma. Jessie Vaughn closed with her hoop-la and returned to her Houston home.

B. C. McDONALD.

IAS HOLDS*(Continued from page 46)*

free, and dancing lasted until early morning. Performers playing the Police Circus here, and members of Dee Lang's Famous, Fidler United, Greater Exposition, Oliver Amusement companies Nos. 1 and 2 and Johnny Bales shows, all playing this territory, attended.

Committee in charge comprised Tom W. Allen, Francis L. Deane, J. Crawford Francis, Charles T. Goss and Leo Lang. Among those attending were Mr. and Mrs. Dee Lang, Mr. and Mrs. John Francis, Capt. Dave (Doc) Barnett, Mr. and Mrs. Robert (Bob) Perry, Mr. and Mrs. Jack King, Mr. and Mrs. J. Crawford Francis, Mr. and Mrs. Walter Jaap, Mr. and Mrs. Leo Lang, John Sweeney, Bill McClean, Mr. and Mrs. Al Thompson, C. O. and Peggy Smith, Dave Carroll, Charles C. Emrle, Elmer Brown, Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Francis L. Deane, Mr. and Mrs. Arthur Guilliani, Mr. and Mrs. Tom W. Allen, Mrs. Floyd Hesse, Mrs. Anna Jane Pearson, Powell and Don Leonard, Mr. and Mrs. Matt Dawson and Emil Schoenberger.

RAIN CURTAILS*(Continued from page 46)*

lost, but clear skies Tuesday put the shows back in the money.

Local civic bodies and merchants, who have taken a hand in the activities of the Central Trades and Labor Council's Spring Carnival, Fiesta and Merchants' Exposition, gave the shows momentum, and *The Southwest American Times-Record* and *Fort Smith Tribune* cooperated. Shows contributed several floats to the fiesta street parade, and midway acts appeared daily in Hunt's Department Store. Radio broadcasts and luncheon club appearances were daily events before opening.

Line-Up

Staff: Harry W. and Orville W. Hennies, owners-managers; Denney E. Howard, assistant manager; Joseph Scholibo, general representative; Walter Hale, press and radio director; Bill Davis, secretary; Jack Donlinger, concession superintendent; Homer Gilliland, special agent; O. Everetts, electrician.

Shows: Red Hot and Blue Revue, Elsie Calvert Brizendine, manager-talker; Jake Brizendine, assistant manager; Karen Karl, Tiny Bell and Maria Bell Zarlinton, Nellie Doffins and Mary and Ralph Carney, dancers; chorus, Dell Green, Bobby Corry, Thelma LaVern, Jerry Webb, Helen Keller and Jackie Russel; George Hood, producer and emcee. Roland Everton, at the electric organ, is featured between shows. Jimmie Nelson, sax, and Howie Johnson, drums, play the show with Everton. Tickets, Gene O'Neal and Gene Harback; stage, Bill Matthews; lights, Johnny Floyd; Jack Stanley, canvas. Harlem on Parade, Inez Saunders, owner-producer; Arthur Ray, manager-band leader; Pauline Brock, soubret; Mabel Hunter, rumba dancer; Dorothy Murphy, singer; Harry Brock, Mac Hill, David Blisston, comedians; Clifton Phelps and Kiddo Russ, dancers; chorus, Helen Adams, Frances Jackson, Sarah Lawson, Queen Smith, Christine Bluntson, Beth Beverly, Almeda Ellington, Olivia O'Neal and Arlene Easter; band, Willie Lawson, Harry Morriso, Frank Donaldson, Albert Mitchell, Albert Wichard and Arthur Ray; canvas, Frank Patterson, David Ellington, John Brown, Jack Connors, Alex Mixon and Thomas McMillan; Annie Bell, wardrobe; Jack Allen, tickets; front, Lou Gordon. Freaks, Skeeter and Snookie Lorow, owners-managers; Frank Little, human pin-cushion-hangman act; Marvin Smith, anatomical wonder; Leatha Smith, neon tube swallower; Bob Wallace, Popeye; Lupe Zarate, armless knife hurler; Mr. and Mrs. John Williams, strangest married couple; Lolita Little, asbestos girl; Joe Jobie, two-faced pygmy; Buddy Wooton, pygmy; Carmen, mentalist; Betty Williams, four-legged girl; Bennie Rogers, annex; Roy Roger, front; Walter Allen and Teddy Martin, tickets; Indian Mattiford, canvas; J. Collins, cook; Jesse

Perez, property man. Expose, written and produced by Walter Hale; managed by George L. Crowder; players, Ray Parks, Venus West, Montine Vincent, Patricia Zion, Lee Walker, Connie Austin, Kenyon Parks, Jimmie West and Irene Owens; stage, W. B. James and Earl Winters; Joe Presnell, tickets; W. E. (Admiral) Thompson, talker.

Liondrome, Bill Kemp, manager; Lolita Kemp, assistant manager; Miles Riley, trainer; Joe Allen, Henry Dixon, Russell Thompson, riders; talker, Eddie Fitzsimmons; tickets, Floyd Coleman, George Cross; Alfred Marquette, Charles Goins, Ernest Jones, preperty men. Illusion, operated by Lorow brothers and managed by William Cain; Orin D. Kerr, magician-inside lecturer; Harry Briggs, assistant lecturer; Gail Poster, Ray Ogers, Francis Marsh, Joan Williams and Sarah Adams, illusions and ballyhoos; properties, Bert Reamey, Ben DeArman, Ray Summers, John Tompkins. Crime, Mr. and Mrs. Charles Stanley and Mr. and Mrs. S. E. Fillingham, operators. Jungle Monsters, Sis Dyer.

Rides

Ferris Wheels: Tex Webb, Robert Chaze, L. B. Hopkins, Dale Bridges, Bob Moss, Joe Marshbank, Otto Honney, Waltzer, Bob Baldwin, Ray Brown, George Jones, Bud Clifton. Ridee-O, Jack Draki, Dick Kinnson, Virgil Short, Dipsy-Doodle, Bud Jones, Red Ritchie. Heyday, Edward Crowe, Thomas and Marvin Thompson, Henry Hough. Caterpillar, Joseph Murray, Albert Robins, Curtis McKinstrey, Dodgem, Oscar Halvorsen, Luke Lambert, H. C. Flemings, Roy Bigger, Paul Parish, T. Brown, George Ratenbury, Roll-o-Plane, Lee Cuddy, Dick Russell. Loop-o-Plane, Roy Skidder, Jean Griffen. Merry-Go-Round, George and William Nelson, William Finch. Baby Autos, Jake Everett. Pones, Andy Anderson, Arthur Veroness, Earl Bozell. Lindy Loop, George Woods, Harold Johnson.

Concessioners: Harry Martin, Harry Van, Don Stewart, Mel Harris, James Henderson, E. B. (Perk) Perkinson, Sam Gluskin, Ted Shulman, Roy McCurdy, Eddie Harrison, Loren and Leona Troutman, H. A. Miller, Joe Lewis, Claude and Jimmie Davis, Morris Gilnea, Thomas White. Midway Cafe, Eddie Phillon, owner-operator; Jackie Cruz, Ray Westman, Marvin Tucker, Angus McTavish, B. K. Coy, Frank Hayes, Peter Pappadumas, Jim Sidares and Jimmie Burke. Dining car, George Heliotio. Additional concessioners: Bob Runte, Mrs. J. A. Heath, Mrs. Robert Runte, Mrs. P. Porritt, Mrs. Jackie Dondlinger, Mrs. Anna De Moss, Mrs. Grace Finders, Mrs. Doris Fitzsimmons, Jack Rhodes and Bennie Beckwith.

O. C. BUCK'S*(Continued from page 46)*

to remain idle. Manager O. C. Buck received much favorable comment from press and public on the organization's appearance. Free attractions are the Flying LaMars and the Fearless Falcons. Attendance has been somewhat light because of the cool weather, but with warmer weather on Saturday's children's matinee and Saturday night patronage and gross increased.

GOOD CROWD*(Continued from page 46)*

Carolina Monday, leaving in his wake cold weather and dismal rain. It was none too warm last night when Manager Eric B. Hyde raised the curtain on his 1939 presentation, but city was show hungry and an extensive advertising campaign heralded the shows' appearance.

Changes in the executive staff marked the opening, with Col. Vernon Moore delivering the ride unit he has been managing and departing for new territory. Buck Denby replaced him as business manager. Denby is well known in the carnival field, having been affiliated with many of the larger carnivals. L. H. Hardin, starting his second season as lot superintendent, resigned after laying out the lot here and returned to his home in Camden, S. C., for a vacation before joining another show. His duties have been assumed by Harry Prentice, who will also assist L. W. McNeeley and Ernest Firestone in the construction department.

It was the most beautiful show in Hyde's long career that opened here and the midway's brilliance drew much favorable comment. Marquee, rebuilt this year in quarters, has added several hundred lights. McNeeley is front-gate superintendent in addition to his duties as constructor. He is being assisted by Jimmy James, with Mrs. McNeeley, Mrs.

Grace Firpo, Mrs. Johnny Moran and Mrs. Juanita Crayden in the ticket boxes.

General Agent Herbert Wiggins visited and reported the still-date season almost closed. James E. Tiernan, former pilot, also visited. Hugh Mitchell, head of the local fair, is national president of the Patriotic Order, Sons of America, for which the shows exhibited. He and Fair Secretary Hadley were frequent visitors. Jim Braden and Charles Sutton, of the Model Shows, visited on opening night and from here went Jack and Grace Firpo and Mrs. Hyde to visit the Model Shows in Kannapolis, N. C. Babe La Barre visited the James Strates Shows in Charlotte. Hyde complimented Nelson (Shorty) Orpen on the billing obtained here. Shows' special line was designed by Jake Shapiro.

FIRST THREE*(Continued from page 46)*

Veterans and American Legion Auxiliary Post auspices, respectively.

Col. Leslie Johnson, State Commander of the South Carolina DAV, was chairman of the Greenville date and cooperated splendidly, reports Jack Arnold, shows' secretary. Same committee, in co-operation with the American Legion Auxiliary Post, sponsored the Easley date, with the show located about a good walk from town. Management reported the stand much better than anticipated and the committee renewed the shows for a fall date. Buck Denby has the diggers and Gus Stergion the cookhouse.

Others in the line-up include Winnie and Frank Wozniak, two ball games; Schnieder Brothers, two gall games; Emil Mansfield, grocery stand; Freddie Bennett, bird stand and penny pitch; Rucker, pop corn, jewelry and hoopla; Bob Backus, two wheels; Sol Nuger, bingo and rat game, with Mrs. Nuger in charge of the latter; Frank Harrison, ball game, with his wife, Virginia, operating it, assisted by Florence Arnold; Taylor Brothers, two free acts, two ball games and penny pitch.

Bill Harris, high dive, and Captain Irwin's Dog and Pony Show are the free acts. Shows include Tom Fallon, two; Jolly Rose Benson, fat girl, and Sol Speight, plantation. Rides include Merry-Go-Round, Ferris Wheel, Chairplane, Octopus, Loop-o-Plane and Swing. Jimmie Cunningham is in charge of the Hiko Jungle Show. Artist Holdbridge is building new fronts for the shows, while Thurman Marshall is handling the lot superintendent and electrician duties. Swede Anderson and brother, Mike Carmer, White Davis, Harry Linstrom; Astor Phillips, mechanic; Eddie Jones and several other ride boys are back again this season.

PARADE IS*(Continued from page 46)*

cut by Parade Marshal Al Jaster of South Side Post, signifying official opening. Five Flying Fishers presented a free act.

Although cold weather prevailed, it didn't keep crowds away, reports Mrs. C. D. Clark. Numerous congratulatory wires were received, while Co-Manager Al Wagner was presented with a bouquet of roses by his wife. General Agent J. B. Hendershot returned for the opening, and Don Cameron, special agent, and Bernard Goodman, advertising agent, also were on hand. Secretary Lew Marcuse, assisted by Ed Wiscott, is handling the office, while Charles Wertman is *The Billboard* agent and mailman. Mrs. C. D. Clark is handling the front gate and Theodore Meadows has taken over the electrical end. Sam McMaster is superintendent of all motor equipment, rides and lot.

Oscar Mallory's cookhouse, using a blue and white color scheme with white top, proved popular. Legion units in the parade were South Side Auxiliary Drum and Fife Corps, Walter Weller Auxiliary Drum and Bell Corps, McCune Post Band; Walter Weller Post Drum and Bugle Corps, under whose auspices the show played, and South Side Drum and Bugle Corps. Shows' band, under direction of Henry Stull; Maurice Bauwens' sound system and several floats also participated.

HARRY RAMISH*(Continued from page 46)*

Shows, sustained a partial paralytic stroke as result of a cerebral hemorrhage here on April 16 while on the show-grounds awaiting arrival of the show equipment. He was rushed to Memorial Hospital, where he remained in a coma for two days after staff physicians administered first aid. He recovered consciousness on April 19 and, altho his condition is serious, he is reported slowly convalescing.



Palace Theater Building, New York.

NEW YORK, April 22.—Since the outdoor season is with us many of the boys will not be seen until next banquet time on November 18 at the Hotel Commodore. Your executive secretary will no doubt be writing you plenty of letters during the season, telling you what is what and who is who.

At a recent meeting it was stated that the club had enrolled 600 members in its first year and that the second year should find an enrollment of 1,500. With the World's Fair opening on April 30, and with many prominent members operating exhibits, rides, shows and concessions, and the various members en route who are going after the life membership by bringing in 50 or more paid-up members, and the brothers Rosenthal, operating Palisades Amusement Park, have promised another 150 members, it seems the membership drive for 1939 will be okeh.

Final penny bazaar staged by the Ladies' Auxiliary on April 19 was another financial success. As usual, the auxiliary split 50-50 with the organization and, altho the final meeting isn't due until April 26, the club feels a vote of thanks is due to the hard-working and loyal auxiliary.

Since the April 26 meeting is the finale until fall, it should prove an important one inasmuch as the cemetery and burial committee, headed by Joseph A. McKee, will probably give the final report, as approved by the board of governors, as to the site of the Memorial Burial Park. President George A. Hamid is expected to preside and inform the members present as to details. McKee has been thanked time and time again for his diligence and his interest in the club and he has done well in serving his organization as chairman of this committee.

Palisades Amusement Park, represented on the roster by over 100 members, will have a special night dedicated to it prior to opening on April 29. Steward Harry Schwartz, officiating as caves-dropper No. 1, reports that from what he has heard, it will be a good season, World's Fair and various and sundry remarks along those lines.

Birthday congratulations are in order to Franklin B. Russel, Rene J. Zouary, Edward W. Wassman, April 28; Adolph J. Kaus, Frank C. Pope, April 30; Harry De Matteo, May 1; Harry Rosen, David Solti, May 2; Martin Laurello, Dan Cristie, May 4.

Ladies' Auxiliary

Auxiliary members were grieved to learn of the death of Joseph Donatella, son of Sister Rosa Donatella. Sisters Irene Greene and Martha Wagner visited the home in behalf of the organization and a floral piece was sent to the services.

Secretary Anita Goldie and friends visited Sister Mildred O'Done, who is still ill in an Ossining, N. Y., hospital. She's recovering and expects to be out soon. Mrs. Rosoff, of Rosoff's Hotel, proposed by Sister Vi Lawrence.

Plans are under way for a President's Night, with details to be announced later. Next special event on club's calendar is the Strawberry Festival on May 4.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., April 22.—President Mellor's father, Louis E. Mellor, age 75, died here on April 13. Word also reached the club from Mobile, Ala., that Mickey Allen passed away there on April 14. Captain Hugo and wife visited last week, coming in from quarters in Chapman, Kan., on business. Doc Burns, of the Reynolds & Wells Shows, also visited. Brother H. B. Webb, concessioner, was here on business last week, and Toodie Spallo, who has been confined in St. Mary's Hospital for the past

two months, is reported in a serious condition.

Brother Sam Benjiman, special agent of the Fairly & Little Shows, was here on show business. Brother Denny Pugh, of Dallas, is visiting his sister, who resides here. Committee on arrangements for the meeting to be held here following the Toronto meeting has its plans well under way and is looking for a large gathering. Brother George Howk, house committee chairman, states that renovating and redecorating of the clubrooms will start soon. Brother Frank Capps, entertainment committee chairman, reports he and committee are working hard on the New Year's banquet and ball. Reservations are coming in each week and he anticipates capacity for the annual event, he said.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 22.—During the past week the 1939 membership certificates were prepared and forwarded to each of our 48 member shows. There are now available the annual cards for employees of members, which may be obtained thru the respective show offices. Blanks for individual memberships have been furnished the shows from time to time and additional blanks may be had upon request.

The matter of rates for electric current to be paid by consumers is back in the news. Only recently there appeared in the Congressional Record a long article on the subject in connection with the TVA investigation, which article sets out a large quantity of information relative to rates paid and to be paid in the several States, which information is entirely too long and too detailed to attempt to even summarize here.

From time to time we have mentioned this subject thru this medium, with emphasis on the fact that each of our members who purchases electric current could properly exercise a reasonable amount of vigilance to see that he is not paying more than the fair price for the particular territory. On some occasions we have received complaints as to cost of current and incidental charges, and we appreciate that this is a substantial item in operating overhead of members. The information is available and we shall be pleased to send it to our membership, but ask merely that they communicate with this office whenever they are desirous of receiving information relative to rates which they are paying or should be paying.

New Diesel Plants Announced

OSHKOSH, Wis., April 22.—A complete new line of Diesel electric light and power plants is announced by Universal Motor Co. here. Both single-cylinder and four-cylinder models are being offered, engines being of full Diesel compression ignition type. Four-cylinder models feature soft combustion low depression. Single-cylinder models feature the Bosch fuel ignition system and Bosch acro combustion chamber above the piston.

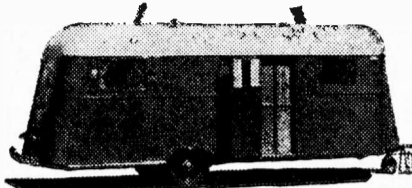
JOHN H. MARKS

(Continued from page 47)
ard, and J. Hogan, assistant; Lark Lane, pastry cook; L. C. Coleman, griddle; W. S. Morton, head waiter; A. D. Lang, Daniel Duggan, V. J. Weatherford, waiters; night steward, Barney Neefe; kitchen men, James Moore and Sam Vaughan. John Caldwell is in charge of the refreshment stand, with Edward Yates as assistant.

Shows

Chez Paree, Mrs. Gertrude Miller, manager; Cash Miller, director general; Tommy Levitz, emcee; Fay Hayes, pianist; Edward Swartz, drummer; Robert Pierce, trumpet; Cecil Launders, saxophonist; John Geary and Robert Ruke, tickets. Maxine and Tommy Levitz, Amelia Wagner, Nellie Sink, Ruth Adams, Pearl Walker, Leah Showalter, Jean Colby and Virginia Lec, dancers. Club Chocolate Minstrel, Doc Anderson, manager; Evelyn Anderson, producer; Everett Davis, John Jarrett and Hubert Cozart, dancers; swing band, John Robinson and Kid Lewis, trumpets; W. L. Carter and Albert Jackson, saxophones; John Kenny Stuart, banjo; Johnny Reeves, drums; Doc Anderson, trombone; William Meggs, tuba; Lillian Williams, Pearl Melvin, Gertrude Arnold, Catherine Williams, Rosa Lee Montana, Louise Hickman and

KOZY Coach
TRADE NAME REG. U.S. PAT. OFF.



KOZY COACH is built for the toughest traveling. Its famous all-steel electrically welded chassis prevents sagging, eliminates sidesway, assures quiet operation and perfect alignment. It is completely insulated to insure year 'round comfort.

KOZY COACH CO., 1802 REED AVE., KALAMAZOO, MICH.

... "The Best TROUPER of them ALL"

Show folks all over America are making Kozy Coach their home year after year. Every inch has been planned for your complete relaxation and convenience—lots of room for stretching out, and "man size" beds that will soothe your tired nerves and muscles. New sliding doors between living room and rear compartment insure complete privacy. There's more luggage space and a full length wardrobe for ALL your clothes.

Send for brochure—"You're Ahead With a Kozy Coach Behind" and learn why you should purchase a coach which is time-tested and backed by a company thoroughly responsible financially.

FRUIT FLAVORS FOR SOFT DRINK AND ICE-BALL STANDS

We have two new products for the Concessionaire this year: A double-strength Creamy Root Beer and a new Cola Drink. If you sell carbonated beverages don't pass this up. Send for our 1939 Price List today, giving low prices on our complete line of Fruit Flavors, Paper Cups, Spoons, Certified Colors and everything the Concessionaire needs.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

Helen Jones, chorus; Frog Patterson and Walter Berrys, comedians. Artists and Models, Bill King, manager; Babette La Jole, Donna Rogers, Jean Doland, Nell Lain, Marion Redmond, Marie Johnson, Dee Walker; Harvey Earling, electrician; Donald Lester, boss canvasman, and Philip Bergner, assistant; Bill Martin, tickets. Monkey Speedway, C. Jack Shafer, manager, and Abe Wolf, assistant; William Redmond, talker; Bill Cummlen, inside. Crazy House, Al Palmer, manager. Motordrome, Harry (Cyclone) Baker, manager; Edward Emery, tickets; Thurman (Speedy) Logan and Mazelle Logan Hurd, riders; Cecil Ennon, tickets.

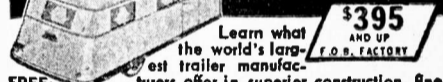
"Jo-Ann" Exhibit, Mrs. R. F. Judy, owner; Roberta Reekie, manager-nurse; Allen Morphet, tickets. Congress of Living Freak Oddities, Herman Singer, manager; Bessie Rameau, secretary; Gene Dockstader, talker; Leon Robinson, tickets; William and Bessie Hynes, Scotch band; Chickie-Dale (Lou-Lucille); Herbert Taylor, magician and punch; Gladys Dale; Agnes Smith, rubber-skin girl; Ernest Hammon, mentalist, assisted by Mrs. Hammon; Capt. Sig Anderson, tattooist. Trained Wild Animal Circus, Capt. George Francis, manager; Harold MacNeal, superintendent; Frank Parker, tickets.

Rides

Merry-Go-Round, Jimmy Anderson, foreman; Charles Agee and Sailor Bond, Ferris Wheels, Skeeter Garrett, foreman; Frederick Litchfield and Joe Kesel, assistants. Auto Speedway, Bert Britt, manager; Dutch Leister, foreman; Dewey Kiser, Ernest Davis; Mrs. Alta Kime, tickets. Rolloplane, Bert Britt, manager; Mrs. Stella Britt, tickets; L. H. Kime, foreman; Tex Carlton and George Hill, assistants. Ridee-O, Fred Leatherman, foreman, and Buddy Barr, assistant. Octopus, Dick Smith, manager; Mrs. Smith, tickets; Charlie Lucas, foreman; V. H. Leatherman, clutch. Chairplane, Charles Metro, manager; Mrs. Metro, tickets, and Fred Burdick, assistant. Baby Auto, R. C. McQueen, manager. Kiddie Swings, R. C. McQueen, manager.

Concessions: Bingo, H. W. Jones, owner; Ralph T. Flanagan, manager; Roy E. Flanagan, James B. Stanley, Donald E. Winkler, R. C. Carlisle and Philip Fustano, agents. Bird game and roll-down, Philip Phleen. Mrs. Harry Ramish, ball game and balloon pitch. Swinging ball, Frank Boyd, Charles W. Stanley and E. B. Ensley. Harry Biggs, roll-down, ham and bacon, candy apples and hoop-la. Bryant Seamans, ball game and nail store. Johnny Lantz, blower. Paul Lane, photo gallery, clothespin, fishpond, cane rack, bumper. Frank Bresk, ball game. Jack Miller, ham and bacon, grocery wheel. Josephine Hayworth, ball game. Moe Kine, two roll-downs. Maxie Taubc, ball game, clothespin and roll-down. Fizzie Winters, bird store and roll-down. Long-range shooting gallery, Harold L. Heiser. Happy

COVERED WAGON TRAILERS AT NEW LOW PRICES



Learn what the world's largest trailer manufacturer offers in superior construction, fine home comfort, improved riding qualities. FREE: New literature with trailer plans. COVERED WAGON CO., Dept. No. 304, Mt. Clemens, Mich.

CUT TRAVEL and LIVING COSTS with a COVERED WAGON TRAILER HOME!

SECOND-HAND SHOW PROPERTY FOR SALE. \$1.25 Pair, 500 Pairs Fibre Winslow Rink Skates. 15c Each, Pennant Flags on Streamers. Send List. Genuine Shrunken Head with History, Glass Case. Sell Cheap.

\$15.00 Pair, Slamese Twins. Money-Getter. \$75.00 Kiddie Chairplane, Holds 10, with Motor. WE BUY ALL KINDS OF RINK SKATES AND CONCESSION TENTS. WEIL'S CURIOSITY SHOP, 20 S. Second Street, Philadelphia, Pa.

Hawkins and Mickey Hawkins, two rat games, two penny pitches and diggers. Scotty Brown, superintendent. Mrs. Carrie Raftery, Little Abner. James (Turk) Laird, pop corn. Penny Arcade. C. Jack Shafer, owner, and James Murphy, assistant; J. D. Denn, machinist; Joe Dupont, canvasman.

BALLYHOO

(Continued from page 47)
and shot photos of the first two-headed baby ever to be in the stomach of a reptile to all parts of the globe. Not only did the show profit thru this publicity but the rubber company as well, as its trade mark on the child's body showed up very distinctly in the pictures.

Wednesday, Thursday, Friday and Saturday were pay days, which gave the entire midway four days of capacity business. Our joint auspices were elated with their end of the take, giving the office a letter to all committees and proudly displaying the bosses' bounding and rebounding check for their bit. MAJOR PRIVILEGE.

HIGH POINT

(Continued from page 46)
April 15. Attractions included Merry-Go-Round, Twin Ferris Wheels, Chairplane, Tilt-a-Whirl, Skooter, Ridee-O, Whip, Octopus, Rolloplane and Kiddie rides.

Shows were Monkey Circus, Congress of Oddities, Miss America, Television, Paradise Revue, Wall of Death, Harlem Strutters, Illusion Palace, Alice and Aloa, Fun on Farm and Pennyland.

Since some work is yet to be accomplished, the crew, reports George Hirschberg, will remain in quarters under direction of Lem Gibson, who still has two new fronts to finish. Much painting also will be done during the shows' first two engagements. A number of visitors as well as messages of good wishes were received on opening day.

Newton—Knights Templar. May 9-10. E. F. Strain, Masonic Grand Lodge Bldg., Topeka, Kan.

Joplin—G. A. R. of Mo. May 16-19. J. L. Pierson, 427 Victoria Bldg., St. Louis.

Troy—P. M., Odd Fellows. June 22-24. H. E. Page, 4 Woodrow Ct.

Philadelphia—Loyal Order of Moose, Supreme Lodge. Aug. 27-Sept. 2. M. R. Giles, Mooseheart, Ill.

LETTER LIST

(Continued from page 35) Lamont, Dodson Masons Monkey Show
Lamont, George A. Mator, Jimmy
Lampkins, Dr. Bat Mathews, Ben
Lance, Henry E. Mathis, Jack &
Landis, Ben E. A. A. A.

Pence, D. E. Pelly, Dr. H. Perkins, Armand G.
Perrine, Lowren Perry, J. N. Peshong, Wm.

Shaw, Art Sheldon, Fred Shelly, Chas. H.
Sheppard, Eddie Sheridan, J. R. Sherman, Billy

Van Buren, Reginald Van Wert, Ray
Valasky, John Valerie, Val Vane, Dick

Stone, Jack Sullivan, Frank Swinger & Swinger
Swing, Frank (Skating Team)

LETTER LIST

LETTER LIST

LETTER LIST

LETTER LIST

LETTER LIST

Wirth Circus Back for Third Jamaica Annual

NEW YORK, April 22.—Frank Wirth brought his Jamaica Hospital Circus into the Jamaica Armory on Monday for a six-day two-a-day run. It's the third annual. Wirth having developed it into one of the real indoor-date money winners of the East and one of the choice items in his large circuit of fraternal shows.

Combination of bad weather and Ringling show's current Garden engagement put grosses way off, not counting business conditions, which are none too good. Wirth expected better take last half of week and said advance sale is excellent.

Program: Grand entry and tournament; Four American Sullys, aerial bars; Winifred Colleano, Beebe Siegrist and Miss Lentsch, aerialists; Capt. Rellip's Seals; Miacahua, wire; Kitaros, Oriental; Dr. Bernard's Elephants; Emerald Sisters, knockabout acrobats; American Eagles, high wire; Nelson and Nelson, acrobatic stillists; Harry Rittley, rocking tables; Reuben Castang's Chimpanzees; Uncle "Zeb" Armstrong and Funny Ford; Four Dobas, perch; Janet May, web, rings and one-arm planges; Four Williams, acros; Flying Charles (Siegrist) Troupe and Neiss Troupe. Show in three-ring spread.

Clowns: Bumpy Anthony, Elmer Perdue, Frank (La La) Prevost, Abe Goldstein and others with acts doubling in the alley. Concert, managed by Max Kassow, who also announced, had Jimmy, legless swimmer; Princess Marguerite, Lilliputian, and four riders in the Wild West portion. Music by Jimmy Victor and his band.

Wirth staff: Frank Wirth, producer; Pauline Miller, treasurer; Max Kassow, concert and announcer; Roy Rhodes, superintendent of props; L. C. (Ted) Miller, publicity; Elmer and Harriet Perdue, charge of advance ticket sale.

For the hospital: Clarence A. Ludlum, president; Howard O. Wood, vice-president; David W. Ketcham, treasurer and general chairman circus committee; Donald D. Kittell, assistant treasurer; Mrs. Frederic Cauchois, vice-president; Mrs. John Adikes, secretary; George M. Gross, assistant; Nicholas M. Petté, circus committee treasurer.

Extra morning show was to be worked in today.

NEW YORK, April 22.—Frank Wirth announced contract to produce his circus for Melha Shrine, Springfield, Mass., next month in Coliseum on exposition grounds. His fourth there. Added to circuit is New Rochelle, N. Y. First half of Wirth's string brought eight dates, last half 12. New Rochelle show under canvas, with League for Service sponsoring. New Haven, Conn., K. of C. date current this week in Arena.

Attractions for Idaho Event

WEISER, Ida., April 22.—Program of midway attractions, free acts and water contests is planned by Junior Chamber of Commerce, sponsor of the three-day Spring Festival and Water Carnival, to be held here in connection with opening of a swimming pool, reports J. A. McDonald, director. Proceeds will be used for an iron-lung fund. Queen contest is being held in connection with advance sale, winner to receive a trip to the San Francisco exposition.

WANTED
RIDES, SHOWS, CONCESSIONS.
Cook House, Corn Games and Acts Already Booked.
2-DAY LABOR DAY CELEBRATION,
September 3 and 4.
Possible attendance 40,000. Address
WATERTOWN CENTRAL LABOR UNION.
AL STROP, Secy., Watertown, Wis.

WANTED
SHOWS, CONCESSIONS, ENTERTAINMENT,
4 Days.—July 27-28-30—4 Nites.
AMERICAN LEGION REUNION AND 44TH ANNUAL HOME-COMING, CRAIG, MO.
R. E. LIPPS, Adjt.

CONCESSIONS WANTED
ROCKLEDGE FIRE CO. CARNIVAL
(Adjoining Philadelphia)
JUNE 1 TO 10.
Write **WM. HUBING, 307 Loney St., Rockledge, Pa.**

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

Auspiced Shows, Heavy on Circus, Are Opening New Avenues for Acts

NEW YORK, April 22.—Auspiced indoor shows, heavy on circus, are getting tremendous attention and grosses in all parts of the country. New and greater avenues have been opened for both dates and acts as a result of a few fundamental facts which may be summarized as follows:

Because the Ringling-Barnum circus artist roster is nowhere near what it has been; because the Al G. Barnes trick is out of the '39 picture entirely; because Hagenbeck-Wallace show tour is still uncertain; because of late start of Cole Bros.' Circus, and, finally, because of the highly uncertain economic situation for road shows in general.

Big-time sponsored operas have emerged with the greatest line-up of big-time talent in modern history, if not all time. With Chicago uncircused by one of the major touring outfits for the

first time in years, Barnes-Carruthers booking office stepped in with a huge layout to fill what would have otherwise been a terrific and most conspicuous void. Detailed account, which appeared in last issue, shows the following Ringling-Barnum, Cole or Hagenbeck, etc., acts in Chi: Mr. and Mrs. Rudy Rudy-noff, Floresque, Wen Hai Troupe, Edna Curtis, Jorgen M. Christiansen, Peerless Potters, Loyal-Repinskis, Great Wallendas, Zacchini and others, including numerous standard vaude-fair turns.

Hamid-Morton Buffalo show (also listed last week) brought out Canestrellis, Pape and Conchita, Great Peters, Wallendas, Hanneford Family, Olga Petroff, Four Comets and a horde of major-circus clowns.

This takes in only layouts of recent weeks. The 1938-'39 stand-bys, such as (See **AUSPICED SHOWS** on page 70)

Youngstown Show in Good Start; Clayton Beehee, Aerialist, Hurt

YOUNGSTOWN, O., April 22.—Opening on April 17 to a capacity matinee crowd, including inmates of district institutions, who were guests of the sponsor, the Junior Chamber of Commerce six-day indoor circus was drawing heavily at mid-week, with indications that it would be a winner. Show was the first event of its kind to be staged here in several years and was held in Rayen-Wood Auditorium. A heavy advance sale was reported.

Injury of Clayton Beehee, of the Flying Beehees, a feature act, was witnessed by a three-quarter house at the night show on Monday. He missed a trapeze 25 feet in the air and fell into the net. The net sagged to the floor and he was knocked unconscious when his head struck the floor. Examination by a physician disclosed displacement of the sacroiliac joint, causing slight paralysis of the left leg, which will prevent his working for some time. Officials said the accident was due to short distance

between trapeze and net, causing Beehee to miscalculate.

Show was directed by J. Dudley Karch and had an excellent banner showing and 16-page program. Good exploitation was given during the past four weeks by *The Youngstown Vindicator*. Midway attractions and concessions, under management of J. Richard Dillon, clicked. John D. Hall was chairman.

On the hour and a half program were Nancy Darnell, aerialist; Cathryne Cooke, Betty Lee, Thresa Hotham, Jean Weaver, swinging ladders; Three Macks; Carmen and Crowley, comedy acrobats; Rags and Bob; Tinker Toy and his Pals, dogs and ponies; Avalon Troupe, wire and teeterboard; Bannard & Bahnsen's Animals, goats, bears, dogs, ponies and monkeys; Art Hill, comedy cyclist; Steiner Trio, comedy bars; Ruth and Jack Malloy, Roman rings; Barney Arenson, wire balancing; Capt. Sell's Lions and 11 clowns, including Silvers Johnson. Joe Martin-ko's 16-piece band accompanied the show.

H-M Buffalo Shrine Show Is 15% Above Last Year's

BUFFALO, April 22.—With exception of opening night, marked by rain and snow, the SRO sign was hung at each performance of the sixth annual Hamid-Morton Ishmallia Shrine Temple Circus here in Broadway Auditorium on April 10-15. Attendance, which has increased each year since inception of the show, hit a new high with an estimated 69,000 attending, about 9,000 more than in 1938. Seating capacity of the house is 5,000.

Henry P. Bronkie, director, and Major E. G. Ziegler, assistant director, reported that exact figures are not available as yet, but that proceeds are expected to be about 15 per cent above last year's figure.

way, reports Chester Doyle, general chairman. Tuesday's parade, with Hennies Bros.' performers in costume, was outstanding, drawing a crowd. Other attractions were merchants' window and popularity contests, Whoopee Night on the midway and Mayor's Day. George L. Crowder and Homer Gilliland made a State-wide good-will tour eight weeks in advance and had charge of the merchants' exposition tent.

H-M Circus Adds Two Dates

NEW YORK, April 22.—Spring route of the Hamid-Morton Circus will include two new Canadian spots this year. Following the Pittsburgh date the show will play Sherbrooke, Que., and Quebec City before its annual stand in the Forum, Montreal. Large indoor circuses have never been staged in the first two Canadian cities, it is said.

Shorts

MORE THAN 2,000 paid 15 cents admission on April 13-15 when Art Hansen, escape artist, and Fred David's Six Harmonica Rogues entertained at the fourth annual Neenah-Menasha Home Show in Cook Armory, Neenah, Wis.

AMROU GROTTTO, Zanesville, O., will again sponsor the annual Merchants and Manufacturers' Exposition for eight days on streets, featuring a midway and daily free acts. Exhibits will be in a tent. Carl Flowers is chairman.

ACTS at second annual Sheboygan (Wis.) Home Show, attended by several thousand on April 13-16 in Eagle Auditorium, included NBC Ranch Boys and Harmony Boys and Wisconsin Jamboree Show, latter heard over a Wisconsin network.

AMONG attractions at the 11th annual four-day Amherst (N. S.) Motor Show, managed by Frank J. Elliott since its inception and sponsored by North (See **SHORTS** on page 70)

Chi Stadium Circus Has Fair Attendance

CHICAGO, April 22.—First week of Chicago Stadium Circus drew only fair attendance, but word-of-mouth advertising has been favorable and it is expected that remainder of the engagement will draw much larger crowds. Sunday matinee was good but a heavy rain killed the night show. Monday and Tuesday nights were light; Wednesday night good; Thursday big from an attendance angle but heavily papered.

Show has decided to depart from its announced three-matinee-a-week policy and Thursday night announced there will be matinees Wednesday to Sunday, inclusive, during closing week. This was done to get the school children's trade, schools being closed week of April 24.

Dailies gave the show only small space the first few days, but show has been getting a better break since mid-week. *Evening American*, with which the show had a contest tie-up, has been generous with stories and pictures. Ashton Stevens, columnist on *The American*, gave the show a splendid review.

The band angle has been straightened out and a 20-piece band now marches in the grand entry and plays for part of the show, the organ playing for remainder of the time. Izzy Cervone is leading the band and directing the organ.

The circus has a large clown contingent, there being more than 30 joeys. For the most part they work en masse and only one clown, Happy Kellems, has much opportunity for solo work. He makes the most of it. Kellems has developed into a fine pantomime clown and his miming gets a lot of laughs. In the clown line-up are Augie Augustad, Two Aces, Roy Barrett, Baker and Evans, Joe Coyle, Chris Cornalla, Lawrence Cross, Red Carter, Fred and Doodles Demars, Gerogetto Brothers, Harold Hall, Happy Kellems, Horace Laird, Art Lind, Micky McDonald, Nelson Duo, Albert Powell, Earl Shipley, Smiley and Smiley, Jim (Stilts) Thompson, Leroy Thompson, Van Wells, Lindsay Wilson, Milt Woodward and Kenneth Waite.



THRILLS and CHILLS Seldom THE STRATOSPHERE MAN WORLD'S HIGHEST AERIAL ACT.
No Nets — No Safety Devices! Finishing with a 500-ft. "Slide for Life."
A spectacular night and day exhibition, breathless, spine-tingling and thrill-packed. Send for pictorial circular. AVAILABLE FOR FAIRS, PARKS and CELEBRATIONS. Permanent Address, care of THE BILLBOARD, Cincinnati, Ohio.

WANTED FREE ACTS FOR **JUNE 7-8-9-10** Outdoor Carnival. Write, Stating Prices, to **GEO. R. KENDRICK, Care Elk's Home, 61 High Street, Pottstown, Pa.**

WANTED For GERMANTOWN, KY., FAIR (The Old Reliable—86th Year) **AUGUST 23, 24, 25, 26.** Independent Rides and Shows. All Eating and Drinking Concessions sold. Everything else open. Can arrange for five additional dates to follow for right parties. Also booking now for Tobacco Festival, third week in October, indoors. Address all communications to **ELLWOOD DILLIN 1241 E. 2nd St., Maysville, Ky. Tel.: 157.**

RODEO & CARNIVAL WANTED JULY 2, 3, 4. **CHEYENNE AND KIOWA COUNTIES 50TH ANNIVERSARY CELEBRATION, CHEYENNE WELLS, COLO.** Write **THOS. H. MCKOWN.**

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

AWAIT W. F. HIT NUMBERS

Question Is "Which Items Will Click Biggest With Fairgoers?"

Concessioners and souve workers have variety but won't stock up until patrons indicate what numbers they like—pre-opening favorites are cited

NEW YORK, April 22.—Only seven days remain before the nation-wide stampede of fun-hungry Americans swoops down on the World of Tomorrow, and yet concessioners and souve workers await the event with an air of calm. The watchword along the merchandise front is "everything is under control." For well over a year designers and idea men have worked to incorporate the famous theme center—Trylon and Perisphere—into every conceivable souvenir and novelty. World's Fair execs state more than 8,000 items have been licensed. As a result a large number of new items have been produced. Wholesalers report reorders to date for World's Fair souvenirs from as far south as Georgia and as far west as Minnesota, indicating the demand for these items even before the opening of the fair.

The present attitude of concessioners at the fair and at neighboring parks and beaches is that only after the fair's opening will it be known what items are really going to click. Most of these men have already ordered a variety of W. F. items to avoid getting caught short when turnstiles start whirling, but reorders won't be placed until J. Q. Public has clearly indicated the numbers that tickle his fancy.

Other Expos

The most reliable guide to the type likely to catch on at the fair is probably the record of recent large expos such as Chicago's A Century of Progress and the Texas Centennial. Some interesting observations were made at the close of the Texas Centennial at Dallas. The heaviest share of the patronage was made up of transients. It was found that they were particularly susceptible to dated merchandise—souve items that announced the buyer had been at the centennial in 1936. Hence the cowboy dolls and hats that symbolized the expo got the big play from visitors.

At A Century of Progress survey of sales reports revealed that canes, postcards and live turtles chalked up the largest part of the business.

New W. F. Numbers

Some of the newer numbers that look like safe bets for the fair on the basis of the play they've received already are: Inscribed W. F. lucky rabbit feet on a key chain. These feet have clicked on such a wide scale that most ops report complete confidence in them for the fair. Another is the W. F. in a nutshell, consisting of a tiny postcard folder with pictures of the main exhibits all contained in a nutshell. Of the same type there is a tiny replica of a U. S. Government mail bag, marked "Mail From the World's Fair," and filled with W. F. pics. Both of these are ideal for sending to the home town and cost little.

Most W. F. merchandise is made to sell from 10 cents to \$1. At random the following are a few items that have been great sellers in the past and have now been adapted to the New York Fair in flashy new garb: pennants, pillow covers, novelty scarfs or handkerchiefs; hats—jockey, sailor and commodore, all done in orange and blue; keys to the city, watch-fobs and knives. Some originals with the theme center worked into the design are ash trays, lamps and shakers.

In the wide variety of jewelry one of the most striking numbers is a compact with the Trylon and Perisphere in brilliant raised in relief.

Since nearly every popular item has been adapted to the New York Fair it is impossible to describe more than a few.

Optimistic Note Heard at Toy Fair

NEW YORK, April 22.—By far the largest American toy fair, not only in number of manufacturers represented but in variety of exhibits as well, opened at the Hotel McAlpin this week, with 650 buyers attending the first day, an increase of 10 per cent over 1938. Displays were staged also at the toy center and in manufacturers' display rooms.

An air of enthusiasm was apparent as buyers inspected new lines and exhibitors expressed confidence in the outlook for 1939. Optimism rises from low inventories of wholesalers, indicating that buying will be heavy in the next few weeks as the spring season whips up demand for toys and novelties in stores and concession stands.

Another encouraging factor, exhibitors cited, is lower prices on regular lines, many manufacturers having brought out merchandise to meet demand for items below \$1. Lower priced merchandise is considered especially desirable from the standpoint of concessioners.

Observers commented on the scarcity of war toys, resulting from efforts of manufacturers to discourage militarism. Radio toys, ranging from simple amplifying outfits to complete broadcasting stations, are the most conspicuous additions to the new line of technical sets.

Latest Dolls

Most promising of a large number of dolls featured was a new line of hill-billy dolls which may be manipulated like marionettes. Not only are these backwoods characters extremely comical, but are good news to concessioners and demonstrators, since they retail for as low as \$1. Some of these gangling characters have movable jaws like the popular dummy dolls. They look like a good number for midways.

The jitterbug craze has made its mark on the toy biz by the appearance of some new swing dolls that go into action when you touch a knob on the back of the platform on which they're mounted. Even a one-man jitterbug band was shown, beating it out on his traps.



SOME PALS of ours write in telling how they break the monotony of their games by boosting the value of prizes offered and at the same time cutting the number of games. For instance, instead of featuring 35 games with prizes averaging \$3 in value, they find it whips up excitement and gets people out earlier when they run 25 games and hand out prizes worth as much as \$10. Word gets around that bigger and better prizes are being handed out, attendance jumps and the ops don't have to pay out much extra, either.

ANGLES LIKE THIS are in demand right now, since the time of year is kind of "in between" and some folk get tired sitting for hours at a time playing for the same stakes.

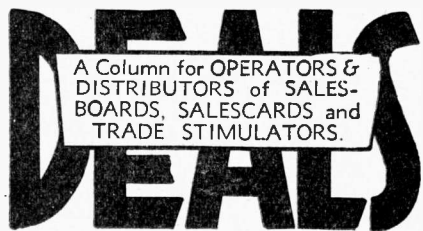
SOME CHURCHES have been running "pillowcase" bingos with considerable success. Women flock to games that feature useful household articles. They know they're sure of getting a worthwhile prize if they win. Some time ago we reported that chenille spreads were about the biggest single prize number, and this pillowcase business ties in with our theory that if you give 'em what they want in prizes you'll fill the house.

"I LOVE TO PLAY BINGO." You ops can paste that quotation in your hats because it comes from none other than Hildegard, currently appearing at one of the swankiest spots in New York and also on a nation-wide radio hook-up.

OUT IN BRAZIL, Ind., they're putting the screws on games of chance. The police chief stated specifically that the ban had nothing to do with bingo. So there you have it, men.

"Whatever it is," insist wholesalers, "we have it."

And so the stage is set. Only optimism is felt by the many men who worked feverishly for months arranging displays which are predicted will be seen by more people than at any show in history.



By BEN SMITH

DEALS ON PARADE.

Fur coats are still in demand, according to L. Wesley Morgan. He is offering one as a major on a 100-hole salescard, 1 to 49 cents. Despite the fact that spring is here and milady will have little need for a fur coat until next winter, it is quite possible that she or her boy friend will continue to patronize boards in the hope of winning one. Extensive advertising by manufacturers and retail stores has impressed John Public with the idea that it is smart and prudent to buy clothes off season. Big savings and real buys may be made that way. On this basis the public should be willing to try for a garment on a deal, even tho, if he connects, he may have to store in camphor for a while.

Two more candid-type camera deals came along to us recently. Both work on small cards, 25 names, 1 to 29 cents, giving away two cameras and one combination pen and pencil on a \$6.95 take. Cards like these can turn over in one day if properly placed.

Operators should find at least one deal to their liking in the new circular released by Standard Sales. Among deals listed are several on radios, both battery and electric; one on fishing tackle, several clock deals and several attractive combination merchandise deals.

The fishing tackle deal consists of double cork-tip handled steel rod with full guides, quadruple multiplying level-winding reel, silk line, wooden minnow, metal bait, leader, fish-knife with compass and six-foot stringer. All are fitted into a handy steel box and protected by a cellophane covering. Deal works on a 800-hole one-shot board.

Items offered on the merchandise deals

Estimate Bingo Will Raise Million for Charity in Cincy

CINCINNATI, April 22.—Bingo will raise over \$1,000,000 for charity here this year if the games continue at the rate maintained since city council legalized bingo last January, figures released last week at City Hall indicate.

Bingo is a \$1,500,000 business on the basis of its present operation, city records show. Now that legal stumbling

blocks are removed more and more sponsors are turning to bingo as a means of raising funds.

City restrictions on bingo demand that a permit for each game be obtained from the chief of police and games must be conducted for charitable causes only. Not more than 25 per cent of receipts may be used for prizes.

Veterans had a slight run-in with city officials as a result of the latter's failure to classify an American Legion Post as a charitable org. This difficulty was attributed to a misunderstanding and has since been cleared up.

Total number of permits issued thus far is 628, 579 games have been played, 510,815 persons have participated and \$382,631.27 has been grossed. Of the gross 25 per cent is allowed for prizes under existing regulations.

The rate of increase in the number of games each month has been encouraging to say the least. In January 180 games were conducted, with 157,719 people attending. February saw 191 games held, attended by 160,673. The increase continued in March, when 208 games were played with attendance reaching 192,423.

are Tele-List clocks, Windsor gold-plated wrist watches, golden wheel lighters, leather billfolds, golden wheel lighter and cigaret case sets, brushmasters, flashlights, pen and pencil sets, roll cameras and cigarets, available on 2,500 and 3,000-hole boards.

A horseshoe clock and a pendulum clock are offered on 800-hole one-shot boards. Radio deals come with 2,400 and 2,500-hole boards.

An operator from Sioux City, Ia., would like to know where he can get a silverware deal he saw that sells for \$2.99. We would be glad to hear from anyone who can supply this information.

HAPPY LANDING.

WE'VE GOT IT!!!

MERCHANTS EVERYWHERE are hailing our new idea as the greatest they've ever seen.

SALESMEN EVERYWHERE are hailing this new plan because of its appeal and for its fast-selling action. Read what a few salesmen say:

I've been selling business stimulators for the past 10 years and I know a DANDY when I see it. Rush order blanks.

A. R. T., Iowa.

Yours is the most appealing plan I've ever seen and I believe I've seen them all. You can expect a dozen or more orders yet this week.

D. W. C., Ohio.

"It's a Natural." Rush more order blanks. This deal really has "It."

W. C. H., Texas.

Plan very interesting and quite different. Merchants in my territory taking to it like a "duck takes to water" as you can see from my orders.

A. L. J., New Jersey.

If you really want to earn greater profits with a business stimulating plan that has merchant appeal **WRITE FOR FREE FACTS AND SELLING DATA AT ONCE.**

Start taking orders throughout your territory with a plan that has what the others lack.

BUCKEYE NOVELTY SALES
127 De Walt Ave., N. W.
Canton, Ohio.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Moviematic Camera

Traders Syndicate reports its new de luxe model Moviematic camera is causing a sensation due to its many features and low price. Moviematic takes 16mm. moving pictures. It will also take 40 snapshots at one loading and, as an added feature, snapshot films are developed free of charge and the 40 enlarged pictures are mailed to the customer. Firm states the de luxe is built of metal with basket-weave chromium front and is guaranteed. It is said that Moviematic is the only combination camera manufactured in the U. S. which takes both 16mm. movies and snapshots. It is not sold thru retail channels but is marketed thru premium users only.

Protective Eye

A new idea that will yield a nice profit for direct sellers has been announced by the Protective Eye firm. It is described as an attractive outside door ornament and knocker made in six different finishes. From the outside an individual looks into a mirror and sees his own reflection. The person inside is able to look thru the glass and observe the individual at the door. The device is easily installed and is said to last for years.



Individual at the door. The device is easily installed and is said to last for years.

Car Tag Clown

The next time a motorist behind you leans on his horn or does some other annoying act you can express your feelings with a new car tag clown-face handled by Gans Sales Co. The "Fooy Face" sticks out its tongue, a light illuminates its grotesque features and a horn blows with a razzing noise at the push of a button. Low price, combined with free publicity the item is getting, should make it a fast-moving number during the heavy driving season.

Wah-Rah-Chases

Not a new gadget for jokers, but a varied line of Mexican-woven leather (See NEW ITEMS on page 66)

SENSATIONAL AUTO NOVELTY

Foreign looking plates every car owner wants. Motorists are attaching these plates to their cars to fool their friends.



Sell like hot cakes to every motorist.

Good as souvenirs at Fairs and Carnivals.

Each plate 10"x5 1/2". Made of heavy metal in two bright waterproof colors. Easy to attach. Six different designs.

B2N236 Per dozen \$ 1.38
Per gross 15.60

N. SHURE CO.

200 W. Adams St., Chicago, Ill.

A SIZZLING SENSATION!

This Brand New 1939 DeLuxe Model

\$17.50 MOVIE MATIC CAMERA

NOW-for a limited period only...

\$2.50 In Doz. Lots, F. O. B. Chicago.

1/4 Cash with Order, Bal. C. O. D.

Sample, **\$2.95** Postpaid. Send Check With Order.

- ★ Takes 16 mm. MOVIES for Projection on Screen.
- ★ Takes 40 Individual "Candid" SNAPSHOTS on One Roll of Film.
- ★ FULL ONE-YEAR WRITTEN GUARANTEE.
- ★ Beautiful Basket Weave Chromium Front.
- ★ Packed in Beautiful \$17.50 Labeled Promotion Box.

FREE Developing Printing Enlarging Of Snapshot Films



ORDER TODAY... Don't Be Late!

Here's money in your pocket. A real 3-in-1 Camera with a \$17.50 list price—they can't resist it. Flashy basket-weave chromium front. Fast action lens. Substantially built. Combination Movie and Snapshot Camera. American made. This item is hot NOW—bound to be the outstanding specialty premium of 1939. Get in on these overgrown profits today.

TRADERS SYNDICATE

MERCHANDISE MART (Exclusive Factory Distributor) CHICAGO

BEFORE YOU BUY COMPARE OUR PRICES

BINGO, CARNIVAL GOODS and SUPPLIES

Largest Selection of the Latest and Fastest Selling Goods. Write for Catalog—Save Money. Be sure and mention your line of business.

LOUIS L. SCHAFER, INC.

1257 W. Third St. CLEVELAND, OHIO

BE THE FIRST WITH THE LATEST ACME BETTER BUSINESS BIGGER PROFITS

BINGO — PREMIUM — SALESBOARD OPERATORS

NOW READY — FIRST RUN — HOT 1939 WINNERS
Novelty Clocks, Lamps, Radios, Beverage Sets, etc. Now Gandy Deals—Hot Shot—New Merchandise Deals. First Showing of largest Line of Easter Novelties. WRITE FOR CATALOG TODAY.



SPECIAL—CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.

MIDWEST MERCHANDISE CO.
10th & BROADWAY. KANSAS CITY, MO.

5000 PIECES TO CLOSE OUT
White or Yellow, Rounds, Rectangulars, Tonneaus. Get quantity prices on request.
ASSOCIATED SALES AGENCY
BIRMINGHAM, ALA.

SCOOP! SPORT GOGGLES! U. S. MADE FULL VISION LENS — ASS'TD. COLORS — ENGRAVED FRAMES — NON-SKID NOSE REST
Carded, Per Doz., \$1.45 — Include Post. and Dep.
MOTH CAKES—GIANT — VIVID COLORS — Doz. 44c 100 for \$3.50 — Include Post. and Dep.
Full Line of Carded Goods, Blades, Notions, Lotions, Premiums, Salesboards, Electric Shavers, Sideline Merchandise.
CHAMPION SPECIALTY COMPANY, 814-X Central St., Kansas City, Mo.

GET SAMPLE CASE FREE! WITH \$7.50 ORDER. Write For FREE CATALOG.

Summer Items. Candid Cameras.

GENUINE FURS SPRING

FREE CATALOG Boleros, Capes, Scarfs, Jackets \$4.50 4 up
Catalog. Guaranteed Satisfaction!

Genuine Lambskin **FUR RUG \$1.00** H.M.J. FUR CO. 150 W. 28 St. N. Y. C.

White, Black, Brown, Gray. 2x3 ft.
25% Cash, Bal. C.O.D.

WRITE FOR **NEW** 24-PAGE **CATALOG** No. 110 — Just Off Press!

RADIOS—CLOCKS
ELECTRICAL GOODS
PREMIUM MERCHANDISE

SILVER MFG. CO., Inc.
2868 ELSTON AVE. CHICAGO, ILL.

CENTRAL
WATCH MATERIALS & SUPPLY CO., INC.
134 S. 8th St., PHILADELPHIA, PA.

A Complete Line of Rebuilt American Wrist and Railroad Watches. Send for our New SPRING CATALOG.
STYLE — QUALITY — PRICE

BIG MONEY MAKERS! FOR THE SPRING!
CAPES BOLEROS JACKETS SCARFS \$4.50 & UP
Amazing Fur Values. All the latest styles. Every woman will want one. Excellent Prizes for Bingo and Salesboard Operators.
ACT AT ONCE. Be the first in your territory to get started with this great Spring line. Write for Illustrated Catalog and Price List.
M. SEIDEL & SON, 243 W. 30th St., N. Y. C.

DIAMOND WRIST WATCH
With 36 Sparkling Facsimile Diamonds. Latest Vogue in Ladies' Jeweled Wrist Watches. Copied from \$100 Model. In lots of 3.
\$3.95 EA.
25% Deposit, Balance C. O. D.
SEND FOR FREE CATALOG.
PLYMOUTH JEWELRY EXCH.
163 Canal St., New York City.

NEW SENSATIONAL AUTO NOVELTY
Taking Motorists By Storm!

Globe-Trotter

AUTO PLATES



"Golly! He's Been to China"

SIX DIFFERENT DESIGNS,
Each Represents a Far Off Country.



Weight per Gross, 38 Pounds.

EVERY CAR OWNER WANTS TO PUT ON FOREIGN-LOOKING PLATES

HERE is, without doubt, the greatest novelty we ever produced! You'll soon be seeing GLOBE-TROTTER PLATES on autos everywhere! Millions of motorists will be attaching them on their cars to fool their friends with their foreign atmosphere. They'll go like hot-cakes as souvenirs at Fairs, Conventions, Parks, etc.

GLOBE-TROTTER PLATES look like the real McCoy! Each plate measures 10x5 3/4 inches. Stamped from durable metal and lithographed in two bright, waterproof colors. They have beaded edges and are slotted for easy attachment.

Be among the first to introduce this sensational item! It's the most unique volume producer today! Rush your order now!

Wonderful 25c Seller!

No. 731—In Bulk.
Per Gross, \$15.60. **\$1.38**
PER DOZEN

No. 732—In Individual Mailers.
Per Gross, \$17.10. **\$1.50**
PER DOZEN

TRIAL DOZEN, Ass'td, Postp'd. Cash with Order **\$1.75**

At Your Jobber, or Order Direct, Enclosing 1/4 Deposit.

H. Fishlove & Co. 1430 N. ORLEANS ST. • CHICAGO
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE



HERE AT LAST!!
THE SEASON'S BIGGEST ATTRACTION!
THE BULL

New, Flashy and Good for Any Game.
12 to a Carton. No Less Sold. **15c Each.**
Made in various sizes. Write us for more information about "The Bull."



8x10 INCHES. **TURIDDI PLASTIC PRODUCTS** 8x10 INCHES.
2420 N. 3rd ST. MILWAUKEE, WIS.

FOR BEST RESULTS-PROFITS
BUY **RAFFOT** STERILIZED
RABBIT FEET
with Key Chains
with Zipper Pulls
AVAILABLE IN BULK
INDIVIDUALLY CARDED
OR DOZEN ON DISPLAY CARD
Advertising on Cap if Desired.
SPECIAL PRICES TO QUANTITY
USERS
SAMPLES 10c EACH
THE RAFFOT COMPANY
207 W. 28TH, NEW YORK CITY

FRAMING A JOINT?

HERE'S WHAT YOU NEED

B6481 Aluminum Milk Bottles, Each, \$.85
B5151 Wood Pint Milk Bottles, Each, .40
N9382 Knife Rack Rings, Per 100... 1.80
N9410 Cane Rack Rings, Per 100... 1.85
N9149 Throw Darts, Gross... 3.00
N3247 Reach Bouncer Balls, Doz... 1.20
N1515 Rubber Covered Balls, Doz... .85
N9384 2 Inch Wood Roll Down Balls,
Per 100... 4.50

Wheels, Hoopla Rings, Hoopla Boxes, Corks,
Cork Guns, Admission Tickets, Etc.
Write for Prices on Items Not Listed.
25% Deposit With C. O. D. Orders.

LEVIN BROS.
Terre Haute, Indiana.

Extra Value! **\$ 2.25** Each
5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

ROHDE-SPENCER CO.
223 W. Madison St. Chicago

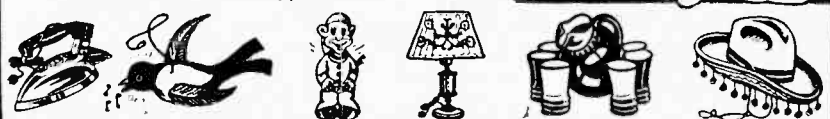
EARN BIG PROFITS QUICKLY!
Here are Money Making Ties!
New Line NOW Ready
Jobbers! Wholesalers! Agents!
Outstanding line of hand and machine made ties; tie & handkerchief ensembles. Men's neckwear, \$1.25 Doz. up.
READY TIED SLIDE-ON TIES, \$2.15 Doz. up.
Lower Prices in Large Quantities.
WRITE FOR FULL PARTICULARS AND PREPARE FOR A SUCCESSFUL SPRING SEASON.
Dept. B29,
EMPIRE CRAVATS 22 W. 21st St., N. Y. O.

JUST ARRIVED!

OUR NEW 1939 CATALOG IS NOW READY
Send For Your FREE Copy Today!

Hundreds of illustrated pages! Thousands of fast selling new Novelties and Premium Items! Everything that's New for Concessionaires, Bingo Operators, Pitchmen, Etc.

Send for Your FREE Copy TODAY!



GELLMAN BROS.
119 NO. 4TH ST., MINNEAPOLIS, MINN.

NOTES from SUPPLY HOUSES

L. Luria & Son, Inc., New York, will be located in new quarters at 160 Fifth avenue, New York, on or about May 15. Bernard L. Weinstein and Louis M. Lieberman are recent additions to the firm's staff.

Steelcraft Blade Mfg. Corp. reports that reorders are coming in steadily for its Union Razor Blade. This, the firm states, is proof that the product has merit. Because of heavy demand for union-made goods and because the Union Razor Blade is claimed to be the only blade manufactured in a union shop, the boys have an angle which is a natural in selling the item. Firm also reports that exclusive distribution rights have already been issued for a number of States and counties and that many more are in the process of negotiation.

Toy Balloon Co. has been awarded a contract by the New York World's Fair to furnish balloons, numerous tanks of their own non-inflammable inflating gas and a staff of workers to inflate and release balloons. The balloons are to be used in a grand lighting pageant to take place on opening night of the fair, April 30. The lighting plot calls for probably one of the most gorgeous illuminating and fireworks displays ever produced.

Helen Warny, of Toy Balloon, and a staff have been in close contact with producers of the lighting pageant in order to be familiar with details. The firm has long been associated in the concession field and its personnel are regarded as balloon experts.

Looking forward to a great year in the sale of world's fair items, Goldfarb Novelty Co. not only has 267 licensed articles but has remodeled the interior of its display room in "World of Tomorrow" motif. D. C. Gilbert, architect, designed the layout in which a number of enlarged photos of fair buildings are displayed, with various WF items cleverly woven into set-up.

Brothers Phil and Saul Goldfarb report large orders for souve-type items from all over the country, indicating that the Trylon and Perisphere are getting a big play on a nation-wide scale. July 4 is expected to be the peak day on the sales-graph for WF merchandise, the firm predicts.

NEW ITEMS
(Continued from page 65)

footwear, coming in any color combination and marketed by A. S. Hooe, of Mexico, who says his line is so complete that there's a shoe or slipper for everyone in the family. Items are made of hand-woven leather and are colored with vegetable extract, which is said to give them a striking appearance. Besides claiming that they fit any foot, Hooe says any color combination may be had

FAST SPRING SELLERS
ELGIN ELECTRIC SHAVERS

Guaranteed for 1 year. Gives close shave. Motor starts automatically. NEW LOW PRICE. Each... **62c**

DOZEN \$7.20
SINGLE EDGE RAZOR BLADES, 5's-Cello, 1000, **4.00**
DOUBLE EDGE RAZOR BLADES, Blue Steel, 5's-Cello, 1000, **2.25**
.004 Thin Steel Double Edge Razor Blades, 5's-Cello, 1000, **2.50**
SAFETY PINS—12 Asst. Sizes to Card, Gross Cards, **1.50**
SHOE LACES—U.S.A., 27", Black, Brown and White, Gross, **30c**

SEND FOR PRICE LIST
25% Deposit, Balance C. O. D.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.



FISHING TACKLE

SENSATIONAL PREMIUM! Features genuine Shakespeare level-winding casting reel, genuine Richardson double-grip steel casting rod and complete outfit in handsome steel carrying case. Write quick!

EVANS NOVELTY CO.
846 Diversey Pkwy., CHICAGO.

BULOVA — GRUEN
ELGIN — WALTHAM

WRIST AND POCKET WATCHES FOR LADIES AND GENTS. Reconditioned and Guaranteed Like New. Start At... **\$2.95**

1939 STYLES NOW AVAILABLE
WRITE FOR OUR NEW CATALOGUE.

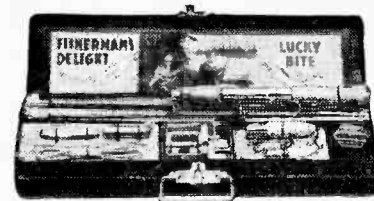
NORMAN ROSEN

Wholesale Jeweler, 801 SANSOM ST., PHILADELPHIA, PA.

at no extra cost. These huarachas have already gotten a big play for country, camp and beach use and are ideal for a year-round use, the company reports.

Fishing Tackle

Expecting a strong call for fishing tackle this spring, Evans Novelty Co. reports that it is featuring a complete and attractive kit. The outfit includes level-



wind reel, Richardson double-grip rod and an assortment of lures, lines and accessories. Topped off with a sportsman's jackknife and windlifter, the set comes in

a cellophane-wrapped steel carrying case, the firm states.

Wild Worrybird

Floogie Boo, the wild worrybird, is reported to be the ideal parking place for worries. "Just turn your worries over to him," says the distributor, Visgon Co., Inc. This goofy little bird is made of a painted pine cone, has huge gayly colored plaster feet, a long crooked beak and an expression that clearly indicates the mental strain he's under. His eyes are crossed and his head shakes sadly. Concessioners or bingo ops looking for a consolation or giveaway would do well to investigate Floogie, the firm states.

GUS SUN

(Continued from page 33)

the days that have gone when it is recorded again that Gus' office booked 380 theaters in 1921.

Ad libbing comedians crack about Gus Sun, and the general public might get the impression that the man they use as the butt of their jibes is a hayseed showman. Nothing else can be further from the truth. Gus is now only carrying on as a subject for wisecracking on the country's stages. The newspapers still carry his name. Until several years ago—when he dropped the procedure as nonessential—Gus had been receiving 25 clippings a week from clipping bureaus all over the country. Gus knew when to get out, and he is smarter than his contemporaries because he hasn't waited until senile ailments set in to start thinking about enjoying life.

(Reprinted from The Billboard, dated October 29, 1932.)

CORRAL

(Continued from page 39)

Sec. 6. E. C. McGee, Tim McGee, C. M. McGee, Ray Struck, Boe Chesson, Tommie Wilson, Rufus Morris, T. Garrett, Eddie Maxwell, Honk Lewis, Verner James, Guy Curd, Howard Hafer, George Hafer, Walter Perkins, Jerry Fraser, Joe Savage, Allen Campron, Shine Glass and Bob Fraser. Results: Calf Roping, Bailey Hoff, Glenn Lemon, R. K. Smith, Bronk Riding, Allen Campron, T. Garrett, Shine Glass. Wild Cow Milking (teams), Daniels and Lord, Pink and Pink, Curd and Bunhan.

ROBINSON DROPS

(Continued from page 39)

court by counsel for the plaintiff. Adkins formerly managed the John Robinson Circus, which was concerned in the suit.

When the show was sold to Mugivan

EXTRA VALUE
Three Beautiful Genuine Diamonds, set in Solid Gold Wedding Band, Beautifully Engraved \$3.50
LARGE QUANTITY AVAILABLE NOW. No Extra Charge for Samples.
Ten Stone Wedding Band, set in solid gold \$12.50
ELGIN & WALTHAM Wrist Watches, \$2.95 Send for Free Catalog. 25% Dep., Bal. C. O. D. LOUIS PERLOFF, 729 Walnut Street, Philadelphia, Pa.

A TESTED MONEY MAKER
PLAYBALL! The National Game
One Customer Orders Total \$46,000 Retail Value in 5 Months
No. D320—"Playball" deal. Possesses unlimited money producing possibilities. You have same opportunity as customer mentioned. Baseball is in full swing—it acts as sales stimulator, gets locations for you quickly. Deal consists of 70 surprises in eye-appealing 3-color display cabinet as shown above. At 10c a sale brings in \$7.00. Sell to dealers for \$5.25 to \$5.50. Shipped express or freight, collect. Costs You \$3.50. Lots of 15, \$3.35 Each. SPORS CO. 4-39 Erie St., Le Center, Minn.

and Bowers some years ago there was a stipulation that if they ever wanted to sell, the Robinson family should have the right to buy it back, and this was not offered when Mugivan and Bowers sold the show to the late John Ringling in 1929, Robinson charged. Fay W. Leas was attorney for the plaintiff, and Walter Arnold for the defendant.

A report that the settlement included the return of the John Robinson Circus title was erroneous.

St. Louis Police Circus Will Net About \$125,000

ST. LOUIS, April 24.—Annual Police Circus, which closed a 10-day run in the Arena last night, shattered all previous attendance records when the two performances yesterday brought out over 48,000.

Total approximate attendance for the 10 days was 325,000, with records showing that at least 25,000 were turned away at various performances.

Four of the 20 performances attracted crowds in excess of 20,000 and thousands witnessed the various shows while standing or seated on stairs. According to the Police Relief Committee, the event will net the Police Relief Association Fund about \$125,000. Further particulars will appear in the next issue.

Ringling Sarasota Quarters Tax Free

CINCINNATI, April 22. — Chance of Peru, Ind., regaining its title of the Circus City appears to have gone glimmering. Some time ago there was talk that the Ringling-Barnum circus would move its winter quarters to Peru. About the same time it was rumored that the show would move its quarters to Miami, Fla.

Reason for the contemplated move was that the county in which Sarasota is located had trebled its tax on the circus quarters. When it became evident that the show actually intended to move to escape the heavy tax Sarasota officials got busy, as they realized the show means much to the city in a business way. Conferences of show, city and county officials were held. Result was a tax refund and the show was granted permission to occupy the quarters tax free for 10 years.

NEW YORK, April 22.—The Ringling-Barnum circus had one of its best houses last night, playing to near capacity.

Report circulated that Arthur Concello, of Flying Concelles, who owns the other two flying acts, is at loggerheads with the management because the latter has expressed the intention of dropping one of the acts at an early point during the road tour, possibly the opening canvas date in Long Island City. In the backyard they are connecting Concello's attitude with the fact that his wife, Antoinette, has not only muffed a performance but also her featured two-and-a-half on several occasions.

Bobby Morris, of Will Morris and Bobby, comedy bike act, was out for a couple of days with la grippe, his father carrying on alone, but Bobby is back now in apparently restored health.

Mr. and Mrs. Gottlieb Fischer, giant couple in Clyde Ingalls' side show, scheduled to leave to join the Cole show in Rochester, Ind.

John Ringling North, George A. Hamid and Billy Rose were in heavy confab last night on an unannounced subject believed to concern the World's Fair, all three of them having shows at the expo. Seen as a united stand relating to performers and unionism, but no word leaked out as to their position.

PACIFIC COAST

(Continued from page 50)

Auxiliary represented with news of each meeting. Mrs. Hayden invited members to attend the women's benefit association meeting at the Biltmore Hotel. Since the Crafts No. 1 and 2 shows were near here. Bertia and Cecelia Kanthe, Ruth McMann, Estelle Hanscom, Mrs. Collins and Mrs. Lindsay were able to attend the meeting. Mabel Stark attended her last meeting until fall and thanked the girls for the votes she received from the club as favorite outdoor performer. Mother Fisher was tendered a Biblical plaque by Mora Bagby as an Easter gift. A vote of thanks was given President Harry H. Hargrove for the roses and carnations presented members for

New England CONCESSIONAIRES
BUY FROM THE LIVE-WIRE HOUSE IN THIS DISTRICT
New England's Sole Distributor for WISCONSIN DE LUXE PLASTER-DE LITE SWEETS
IN STOCK AT ALL TIMES
Canes—All Kinds, Bingo Merchandise, Fur Monkeys, Celluloid Dolls, Flying Birds, Blankets, Clocks, Lamps, China Goods, Cowboy Hats, Plaster Novelties, Balloons, Parasols, Whips, Slum, Candy
... and thousands of other popular items
G. DE CICCO, INC. 115 Washington St. Boston, Mass.

PRICES SLASHED!
A GENUINE SIX-TUBE GENERAL ELECTRIC RADIO, Other High Grade Premiums Reduced Accordingly ONLY
Sentinel Portable Battery Radio, Coast \$15.95, Four-Tube Teeny-Weeny Radio, Size 6 3/4 x 4 3/8 x 4 3/4 \$6.75 \$8.95
SEND FOR FREE CATALOG STARR CO. 1414 S. Wabash Ave., CHICAGO, Dept. 4.

HERE'S AN AMAZING DIAMOND OFFER!
GENUINE DIAMONDS SET IN SOLID GOLD LADIES' OR MENS' SETTINGS
THIS SALE 10 DAYS ONLY CASH-IT-MONEY BACK GUARANTEE
PRESS AND SONS, DEPT. 629A CHESTNUT ST., PHILADELPHIA, PA.
ORDER BY WEIGHT: 1/4 CARAT DIAMOND RING \$6.25, 3/8 CARAT DIAMOND RING \$9.38, 1/2 CARAT DIAMOND RING \$12.50, 3/4 CARAT DIAMOND RING \$18.75, 1 CARAT DIAMOND RING \$25.00, 2 CARAT DIAMOND RING \$50.00

the Easter party, which proved a huge success. An old-fashioned egg hunt provided fun for all. A nice luncheon was served by the Hostesses Mrs. Carley, Alfreda Barns, Mora Bagby and Mabelle Bennet. A large basket of colored eggs was presented the club by Nina Rodgers. Entertainment committee of the PCSA invited members to join them in the cocktail lounge for the rest of the evening.

Numerous Floral Tributes At J. L. Landes Services

ABILENE, Kan., April 22.—Funeral services for J. L. Landes, owner of the shows bearing his name, were held from Abilene Methodist Church on April 26, with Dr. Harry Gordon officiating. A tribute to Landes' memory were floral offerings which banked the church from friends, business houses, Heart of America Showmen's Club and Masonic bodies of which he was also a member. Landes, who was well known thruout the Midwest, died on April 16 at 11:20 p.m. in the shows' quarters in Chapman, Kan., after returning from Mayo Bros' Clinic, Rochester, Minn., where he had been undergoing treatment.

His shows, among oldest on the road, will continue under the same name, but under management of C. G. Buton. Surviving are his widow; his parents, Mr. and Mrs. W. A. Landes; a brother, Ralph; six sisters, Mrs. Roger Kyle, Mrs. Roy Beach, Mrs. Frances French, Mrs. Fred Coulson Jr., Mrs. Fred Soucek and Mrs. Joe Addison. Interment was in Abilene Cemetery, with Masonic services at the graveside.

Cold Hits World of Pleasure

DETROIT, April 22.—World of Pleasure Shows experienced another cold weekend at Stephenson highway and Eight Mile road, keeping business down to only moderate levels. Local carnival season has been marked by consistently poor weather since the shows first went on the lot. Shows left this area this week, moving to Lansing, Mich.

Liles Starts in Lake Charles

LAKE CHARLES, La., April 22.—Cliff Liles opened his Park Amusement season at downtown corner here on April 15. He'll leave late this month for stops in 20 towns in three States under tentative schedule. Show was renovated at quarters here. Liles plans to keep the show out until October.

AIR KING CARRYABOUT RADIO
PLAYS ANYWHERE \$12.95 Each
EVERYONE WANTS ONE!
No. B23H162.—A popular priced high quality Portable Radio. Little larger than a hand bag. Size 9 1/2 x 7 1/4 x 6 1/2. Covered in durable fabric of smart striped design to match popular airplane luggage. Can be taken along wherever one goes, on trains, touring, ball games, picnics, fishing, summer resorts, camping, beach parties, sailing, etc. Extremely sensitive super-heterodyne circuit utilizes only 4 tubes with resultant low battery drain. Battery life 150 hours. Five-inch permanent magnet full-toned speaker. Covers full broadcast range. Built-in loop aerial eliminates any additional connection, wires, etc. Ship. Weight, 12 lbs. Price complete with battery \$12.95
Each Deposit 25%, Balance C.O.D.
JOSEPH HAGN COMPANY DISTRIBUTORS 217-223 W. Madison St., Chicago.

WORLD'S FAIR JOKE ITEMS
And Comic Spicy Souvenirs, suitable for New York or San Francisco Fair. Catalogue for same is now on press. Send for your copy.
Spicy "COCKTAIL STIRRERS".
Wood Privivies, 3 diff. doz. \$1.00
How To Raise a Dog Book \$1.50
All Specials Below Listed at Doz. Price:
SQUIRT BLOODY FINGER .35
" New Cell. Dog .60
" Lapel Scotty .35
Hot Dog Spinners .50
Crack Up Golf Ball 1.20
Groucho Marx Glasses .50
Squirt Magni. Glass .40
STICKO makes crockery stick to table. .35
Mystery Hippo, put fly inside, will make it wriggle ears, nose, etc. SPECIAL, doz. \$1.00
COMIC CARTOON CARDS, 8 to Set, doz. Sets .50
Bareback Highball Glasses, 90c; Whiskey size, 65c.
Decals, to make your own, large size, 1.50 a 100. Small size, for whiskey, 90c 100. LUCKY CHARMS NEW ONES, over 100 different, Ast. 1.50c doz.; Ast. 2.00c; Ast. 3.75c. Rush your order, include deposit. Or send 2.00 for Samples of good sellers and Cat.
MAGNOTRIX NOV. CORP., 138 Pk Row, New York



PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

"AFTER HIBERNATING . . . all winter," scribbles Doc H. J. Clayton from Christopher, Ill. "I have emerged from hiding and am about ready to open my med opry May 1. Outfit is getting a coat of paint. Opening will be near here, but I'm undecided as to the spot. Roster will include Rusty Woodward, Gigger Decker, the missus and myself."

ON YOUR toes, boys and girls, the season is under way.

TEXAS BILLY FINNIGAN . . . pencils from Eastman, Ga.: "We have closed 16 months at Gold Star Ranch Park, Savannah, Ga., and joined the Davis & Porrotti Shows last week in Vidalla, Ga., for the season. This is a brand-new show from gate to the back, consisting of 4 shows, 20 concessions and 6 rides, with Joe Decker's cookhouse. The route includes Georgia, Tennessee, Kentucky and West Virginia. There are about 80 persons with the show. We have Princess Omar and her ground snake illusion. Several early fairs are booked."

OBIE O'BRIEN . . . reports that the Nomad Wild Life Exhibits Co. is operating to good business on Liberty avenue, Pittsburgh.

ARE YOU continually striving to make yourselves more popular with the masses?

W. D. COOPER . . . shoots from Beaverton, Ala., that he's passing out the "gloom chasers," flower seeds. "It seems everybody in these hills love flowers. It's just the fastest click I have ever used."

GLADYS BASSETT . . . was recently sighted working wall pads for the Udell Mfg. Co. in Sears' State street store, Chicago. She was getting a few frog skins, according to our informer, and can beat a lot of men in the business.

ALL PITCHMEN can give some good facts about conditions encountered. Tell Bill about them.

GREETING CARDS . . . for the Fourth of July are suggested by George Durst, of Jamaica, L. I. "Nearly every holiday is celebrated with the exchange of greeting cards, so instead of firecrackers why not greeting cards for July 4? The cards must be high-class, of course, no comics. I would suggest a series of cards with the words of the national anthem and some with words of folk songs, as patriotism is running strong."

TEX YOUNGER . . . better known as Golden Eagle, is requested to contact his sister, Mrs. Viola Smith, at 2623 N. 20th street, St. Louis, who reports that Tex's mother died April 17.

TRIPOD OPININGS: "When a traffic cop orders a fellow off the corner only a new and young pitchman attempts to stand on his rights and argue."

J. H. McCASKEY . . . rural periodical purveyor, pencils from Mullens, W. Va.: "Business isn't anything to warble about, chiefly due to miners' difficulties. Will proceed north-east soon in quest of better business, as coal-field territory will be poor for some time yet."

STANLEY NALDRETT . . . opened in a chain store in Omaha April 17. He says: "Leonard Meeks dropped in on me the previous week in Sioux City,

la., where he was 'horse-backing' an extension garage wire layout."

LET'S HAVE lots more of those short pipes from all over the country.

DOINGS . . . at the Navasota, Tex., Blue Bonnet Festival as reported by Al Janawicz: "Spot was supposed to be big, but turned out a total blank. Sammy and Morris Bluestein blew in the opening day. Also present were Dave Singer, with engraved jewelry; Beefneck Stapleton, Dan Brown, Bert Denhelm, Sid Goodwin, with novelties. Silver interest from Houston, however, had the ex on novelties on the streets and on photos on the midway, with Walter Phillips and Elmer Elliott in charge. Barney Silver left by plane for Philadelphia because of his sister's operation. Agents were Martin Nelson, 'Runt' Phillips and Joe Gray. 'Pin-on men' were Mac McCall and Wingle Withers."

IKE BOWMAN . . . working chain stores in Omaha with the River Jordan layout, is reported in his 10th and last week there. He then will go to Sioux City, Ia.

ARE YOU trying to start the new season on the right foot? That's the ticket.

JERRY RUSSELL . . . pipes from San Francisco: "Among the boys working at Treasure Island are Jack Rushin, with coils; Carl Richardson, mice; Mel Dufrow, peelers, and Henry Barrett, Tex Saunders and Sid Shipman, who have the ex on cards with two spots. Morris Goldstein has whistles. Business is slow at present."

DAVID THOMAS . . . pens from Austin, Tex.: "Just got my Spring Number of *The Billboard* and will say I got double my money back this time on my 15 cents; in fact, I'll not even lend this number; it's worth too much to take chances. Have been here three weeks. Found Port Arthur, Tex., n. g., as boats are tied up and dock workers are being laid off. Found Goose Creek, Pelly, Baytown and Houston—all in Texas—okeh. There are a few sheeties here at Austin, which is better than last fall. We bought a Lincoln in West Palm Beach, so we didn't do so bad in '38. Am heading for Kansas soon."

UNDERSTAND that a number of the boys have added a new "caser" book and plan to go out after the "big time."

JAMES L. OSBORNE . . . reports from Blue Earth, Minn.: "At the Missouri Sales this spring I met only two pitchmen, Doc Neil, with tie forms, and another by the name of Anderson, with coils. Both report business okeh. I have been in Minnesota three weeks working sales and cream days. Weather is very cold but business very good. Highways are full of Green River law signs, and they are sure hard to work. Would like to see pipes from Al Wallein, Al Decker, George Byers, Jack Flowers and George Brecht."

NOW'S THE TIME for pitchfolk to get busy and prepare their outfits and choose their sale items.

AL MASON . . . sends his first pipe from Port Huron, Mich.: "We have been manufacturing and selling wire products this winter in this neck of the woods. Our method of selling is to put out at least 500 articles every day, one at a house, and call back the next day to see who wants to keep

SOCIAL SECURITY ATTENTION! PRICES SLASHED

ON ALL SOCIAL SECURITY PLATES, WALLET, BILLFOLDS, ETC.

Write Immediately for Price List.

This has been made possible by our large purchases and modern equipment. We are passing this saving to you.

ROOVER BROS., Inc.
315 BROADWAY NEW YORK CITY | DEPT. L, 3611-14th AVE. BROOKLYN, N. Y.

NEW WORLD'S FAIR MODEL

Just Out . . . The Pen of Tomorrow. Sample Set 50c.



PEARL PLUNGERS, \$18.00 Gross
PENS • PENCILS • COMBOS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.

FREE CATALOG! Showing newest fast-selling items, highly polished, in Lockets, Crosses, Engraving Jewelry, Cameo and White-stone Rings. Send \$2.00 for complete samples.
JACK ROSEMAN CO., 307 5th Ave., New York City.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.

Manufacturers Since 1913.
16 N. Union St., Dept. "F", Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in 8 H. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

UNDERWOOD



PENS • PENCILS • COMBOS.

BUY DIRECT FROM MFRS.

For Better Grade Pens See
GRODIN PEN CO., 693 Broadway, New York City.

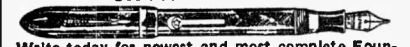
SOCIAL SECURITY PLATES

Over 40 million buyers. Universally needed, inexpensive, pays tremendous profits and a money maker. Salesmen and agents wanted full or part time. Also new plan tells how to employ others to work for you. No money needed, we start you in business. No experience necessary. Don't wait. Act now. Free outfit. **FEDERAL NAME PLATE CO., 287 Broadway, New York City. Dept. (B-4).**

CHEWING GUM 22¢ BOX

Plus Charges
RETAILS FOR \$1.00.
Each box holds 20 Cellophaned 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (pre-paid). **GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.**

PITCHMEN . . . DEMONSTRATORS SHEET WRITERS



Write today for newest and most complete Fountain Pen Catalog ever offered. Best quality merchandise at lowest prices ever quoted. Everything in the Pen and Pencil line.
STARR PEN CO., Dept. B-4, 300 W. Adams St., Chicago, Ill.

★★★ BLADES

WORLD'S BEST VALUES
No. 1—5 to a Box, Cellophaned, 1,000 Blades. \$2.50
No. 2—Famous "Champion" Brand of Singer, 5 to Box, Cellophaned, 1,000 Blades 3.95
No. 3—Pilgrim De Luxe "Heavy Duty." A Real He-Man's Blade, 5 to Box, Cellophaned, 1,000 Blades. 6.50
Orders for 100 Blades or more gladly filled upon full payment plus postage. Deposit on C. O. D. Orders. (Big Profits. Samples 10c.)
SINGER BLADE CO., 901 Broadway, New York.

OAK Presents
MICKEY MOUSE
INFLATABLE TOY
Here's Walt Disney's popular character in a toy that offers you a grand opportunity to make big money. Made of heavier rubber than a balloon. Decorated in two colors. Inflated through foot, which is fitted with rubber plug. Get started with this fast seller NOW!
Sold by Leading Jobbers
The OAK RUBBER CO.
RAVENNA, OHIO.
Pacific Coast Branch
754 South Los Angeles St., Los Angeles, Calif.

NEW NUMBERS!
Latest Styles of White and Colored Stone Rings. All New Styles. Catalog Free or Send \$1.50 for 15 Flashy Samples. Fast Sellers — Locketts, Charms, Crosses, Engraving Pins, Etc.
RADIUM RING CO., 245 BROADWAY, NEW YORK CITY.

SELL SIGNS
400% PROFIT
Your wife can only get so mad so why not stay a little longer?
to Stores, Taverns, Gas Stations, newest 25c Sparkling GEM Signs. Cost 5c (in 100 lots), postpaid in U. S. Big assortment. Novel illustrations.
GEM 4327-B8 Harrison St., Chicago, Ill.

BETTER PLUNGERS
PER GROSS \$1.18
3 Assorted Samples Postpaid 50c
ASS'TD PEN, Mfrs., 187 Lafayette, N. Y. C.

LOWEST PRICES GUARANTEED
Sharp Needles (Retail \$2) . . . 1,000 Needles 25c
Tailor Needles 1,000 Needles 50c
Millinery Needles 1,000 Needles 97c
Embroidery Needles 1,000 Needles 80c
Self Threading Needles 1,000 Needles \$1.30
Needle Threaders on Cards. Gross 35c
Army & Navy Needle Books. Gross 1.15
World's Fair Needle Books. 100 Complete 4.50
Needle Package With Needle Threaders, Big Seller (Big Profits). 100 Complete 1.95
Samples 25c. Small Orders Gladly Filled. Deposit on C. O. D. Orders. Free Circular.
PILGRIM NEEDLE CO., 874 Broadway, N. Y.

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Hones are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low etc. prices. Best season ahead. Sample 10c.
GOODRICH, 1500 West Madison, Dept. BG-4, Chicago.

TRY SOMETHING NEW!
Fast Selling Ink Pencils for Fair and Window Workers, Canvasers, etc. Catalog free, or 3 Samples \$1.00. Make big money.
PENS • PENCILS • COMBOS, RELIABLE PEN & NOVELTY CO., 245 Broadway, New York City.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio.

Veterans Wake Up!

Note removal to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Magazines—2c to 5c. Sell 10c to 25c. Other seasonable features, Holiday Flashers, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. **VETERANS' SERVICE MAGAZINE, 169 Duane St., New York City.**

A New Fast-Selling Humdinger
TRANS-PHOTO
The perfect formula prints from a negative in 2 minutes on paper, silk, rayon, wood, porcelain, etc. Sells for only 50c complete!—costs you only \$18.00 per Gro. Get in on this fast money-maker—children, adults, everybody wants Trans-Photo. Send 25c for sample, full details. Special Prices for quantity. Exclusive territories now open. To order, send 50¢ cash, balance C. O. D.
CASH IN TODAY WRITE AT ONCE TRANS-PHOTO CO., Dept. B5, 141 W. 43d St., NEW YORK CITY.

Newest in Jewelry!

We have the Newest and Best Selling Styles in Whitestone and Cameo Rings; the Best 1939 Line of Engraving Pins, Lockets, Nickel Silver Signet Rings; also Photo Jewelry. Write for Catalog No. 23 Today!

303 Fifth Avenue, New York City
704 Market Street, San Francisco

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

DEMONSTRATORS
IT'S NEW—IT'S HOT

TRIM-RITE HAIR TRIMMER

Latest sensational 25c item—because it works. The worse the recession, the bigger your take. Sell up to half your tip on every 3-minute turn. Cuts hair the professional way without experience.

Hot Spots Averaging 2 gross daily. Write us on chain store bookings.

Prepaid Sample 25c.
\$12.00 Gross
F. O. B. New Kensington, Pa.
25% Deposit, Balance C. O. D.

TRIM-RITE CO.
NEW KENSINGTON, PA.

PHOTO MOUNTS
DIRECT FROM THE FACTORY

Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular... Miniature samples 25 cents, postpaid.

THE GROSS PHOTO SUPPLY CO.
1501-17 W. BANCROFT ST., TOLEDO, OHIO

FUR CAPES
\$4.00

Beautiful garments. Worth much more. \$2.00 deposit, Bal. C. O. D. Money refunded within 3 days if not satisfied. Real flash for Salesboards, Bingo Operators, Agents, Salesmen, or Storekeepers. Others slightly higher. Also Boleros, Jackets.

WAYNE FUR CO.
8761 Linwood Avenue, Detroit, Mich.

ARROW

SPECIALS THIS WEEK ONLY

Modern D. E. Blades, 5s. Cello, Carded, 1,000.	\$3.50
Bust S. E. Blades, Cello, 5s. Carded, 1,000.	4.70
Blue Steel Blades, D. E., 5s. Card, 1,000.	2.25
Ardley, S. E. Blades, 5s. Cello, 1,000.	4.20
.004 Thin D. E. Blades, 5s. Cello, 1,000.	2.85
P. & O. Lather, Brushless, Large Size, Doz.	.65
Arrow Fly Spray, 16-oz. Can, Doz.	1.50
Breath Pellets, Attractive Cards, Card, .08	
Elgin Candid Type Cameras, Ea., \$1.10; Doz, 12.80	

25% Deposit, Balance C. O. D. Add sufficient Postage for Shipment. Write for Price List.

ARROW SALES CO., 2067 Broadway, N. Y. C.

SELL YOUR CUSTOMERS
Nationally Known \$1.00 Items for 5c.

The most unique Sales Plan on the market. Nothing like it. Sensational Values. Unbelievable Profits on Cosmetics, Medicines, Food Products. Cash in on this never-before-heard-of Sales Plan. It is for advertising purposes only and is for limited time. Write or wire today.

UNIVERSAL LABORATORIES, Dallas, Tex.

4 for 10c

PHOTOGRAPHERS CASH IN
On Our Photo Jewelry Novelties,
RINGS — BRACELETS — CHARMS
TIE CLASPS, Etc.

Complete Line—Lowest Prices.
SEND 25c FOR SAMPLES OF 2 BEST
SELLERS — CATALOG FREE
MEDALLION NOVELTY CO., Inc.,
208 Bowery, New York City.

them for a dime. Business is pretty good, and some of the old hands would benefit to look into our method of selling."

IF MEMORY SERVES it was Bill Casey who once said: "Wish I had started in the business when I was but a child because I could have learned so much more by this time."

SEZ TOM KENNEDY . . . "Count Seldom Skoff and myself worked horn nuts and flukem last Saturday at Mudville, Pa., and the town proved to be a red one. In fact, we did so well that we managed to get the price of a used car from a second-hand dealer. We figure on remaining over a full week and getting enough to buy four used tires and a battery for the heap and then we will go places. With each bottle of flukem the natives bought we gave them a couple of horn nuts. The Count says we would have got more money than we did only we ran out of bottles. However, the Count managed to find a few dozen bay rum bottles after a search thru alleys, and we filled these half full of flukem and pasted a label on them. Sure was a gang-up of pitchmen in the town. One in every vacant doorway and one on each corner. The Count figured the town officials let the boys work on account of there were no traffic lights in Mudville. The Count sure is a wiz at figuring things out. That ace med worker, Chief Thunder Cloud, was assisted by his charming wife, Princess Babbling Brook. The Princess told us the Chief hadn't worked much the past few months on account of poor health. One of the boys suggested he accept a job with the WPA in order to rest up. This town has a local option in regards to liquor, with the result it was voted bone dry. In fact, the only way one can get a drink in the town is to get bitten by a snake. The Chief was the only one in town with a snake and he cleaned up on Saturday.

WE'VE HEARD that several of the boys and girls have decided to develop superhearing so they will not miss several of the natives simultaneously saying, "I'll take one."

DOC WILSON . . . scribes from Portland, Ore.: "Have been on the West Coast since last October working gummy in Los Angeles and Portland. Business in Portland the last two weeks has been just fair. Will leave Portland soon for Seattle. Would like to read pipes from W. Wright and Al Wallein. I stopped at the fair in San Francisco recently and it didn't look good."

CHIEF WHITE EAGLE'S . . . Medicine Show recently opened at Lufkin, Tex., to nice business, according to show's press agent. Outfit carries 12 persons, including Joe Purcell and wife, Mickey Price and wife, Juanita Star, White Eagle, Jack Smith, Hazel Landrum, Louis Green and Evelyn Cautrell. Show moves every week and has two housecars and a six-passenger car, says Evelyn Cautrell.

THE FACT THAT many pitchmen who took up other vocations during recent years have returned to their first field of endeavor points to a marked revival in general business this year. Get busy, boys.

MORE WORD . . . on conditions in Columbus, O., comes from Kid Carrigan: "Sergeant Butler is enforcing the law in regard to licenses. You must be a voter now and have your picture on your permit. Butler is a real fellow if you are okeh."

GEORGE SANDERS . . . drops a line from Muskogee, Okla.: "My friend Joe Morris gave New Orleans back to the Frenchmen; now I am going to raise Joe one and give the entire South back to the Indians. I am right in the center of them. I'll go to New York soon. What's become of Skip Davis, Dutch Vargo, Al Wallein and H. L. Sager?"

MEMORIES: Remember when John F. Sullivan, known as Fast Service Sully, arrived in his office in New York early one morning several years ago to find a telegram and money order deposit suggesting that he send several gross of "sticks" to a fellow in Salt Lake City? Along about noon another wire arrived reading as follows: "Sent you an order this morning and here it is almost noon and no shipment arrived."

H. B. STANFIELD . . . and wife are working drug stores in Wichita, Kan., with pens and cosmetics to good takes.

Make \$10-\$12 DAILY Easily!

PITCHMEN-DEMONSTRATORS
A Sight for Sore Sales!

EVERY HOME AND RESTAURANT A SURE BUYER! 5-SECOND DEMONSTRATION MAKES SALE!

Nothing like it! Simply press handle; flips pancakes, waffles, griddlecakes, omelets, flapjacks, etc., quickly and accurately. 5 second demonstration gets orders on sight!

LITTLE TALK—BIG SALES!
This Number's hot—a natural—just the one you need. Get into the BIG MONEY! Order your supply NOW—watch the sales pour in.

SAMPLE DOZEN, 75c; Gross, \$7.80

Send 25% Dep. With C. O. D. Orders.
Send for FREE Catalog; 3000 Hot Items.

ROSS PRODUCTS-69 West 23d St., N.Y.C.-DEPT. B

"The Flipper"
JUST PRESS THE HANDLE
and
IT FLIPS!
(MADE IN U.S.A.)

- Nickel Plated
- Tarnish Proof

ENGRAVING JEWELRY
HAND-MADE GOLD WIRE JEWELRY.
Wire Workers' Supplies.

Send \$1.00 for Ten Different Samples.

American Jewelry Novelty Mfg. Co.
Dept. 5,
70-75 N. Washington St., Plainville, Mass.

NOVELTY MEN!! ... Use ROBIN HOOD HATS

This Season
ASST. COLOR BLENDS with FANCY FEATHER QUILLS

The thing for Archery Galleries, Parks, Fairs, Carnivals, Concessionaires, Premiums, Beaches, Camps. Also complete line of Cowboy and Miniature Cowboy Hats for Rodeo Men.

Write for Full Information.

ESTA HAT CO.
77 St. Francis Street, Newark, New Jersey.

HEADQUARTERS
Just Out—It's Filled with New Items

GOLDFARB'S WORLD'S FAIR BULLETIN

Ten Pages, illustrating the best and most appealing line of World's Fair Souvenirs ever shown. Contains every type of Novelty . . . All approved and licensed.

Write for your Copy Today.

GOLDFARB NOVELTY CO.,
20 West 23rd St., New York City

Visit Our Specially Decorated World's Fair Salesroom.

Pitchdom Five Years Ago

Toby Johnson was with the J. H. McDonnell platform show in Texas. . . Homer Bogner, Fort Wayne, Ind., pitchman, moved his trapes and keister from a doorway of an old bank on North Calhoun street to a spot on West Main street because of a mix-up in paying his rent to one of a group of owners. . . H. B. Menefee was pushing razor strops to good results. . . Doc Thomas Styner was playing week stands with his med show in Oklahoma. . . R. E. (Bob) Bowen rambled into Washington after spending the winter in Florida. . . George F. Barnes opened the new season in Southern Texas. . . Ed Frink left his home in Tulsa, Okla., to join the T.F. Dean med show in Missouri. . . Jay Lewis was clicking on Cadillac Square, Detroit, with a Cord car and his own power plant. . . Doc Bob and Mrs. Ramola were with the Freeman Medicine Shows playing Missouri territory. . . Doc L. E. McKee was among the early med showmen to get his season inaugurated in Texas. . . Among the boys working New York City were Johnny McLane, Ralph Pratt and Art Freddette. . . L. M. Crutchfield was playing week stands with his med show in West Texas. . . Oklahoma territory was proving lucrative pickin's for J. G. (Little Doc) Moore's outdoor med show. . . Papermen working the Kansas City Small Stock Show included Fred X. Williams, W. H. Brown, Dad Brown and F. F. Ellis. . . Doc W. S. Haley was back in the Middle West putting on indoor promotions under auspices in Iowa after several years on the West Coast. . . Happy Jim Earle blew into Louisville after working thru West Tennessee all winter to good business. . . William H. Robinson's platform show was clicking playing the Southern

MAN WANTED
Capable Handling Steady GOOD PAY

STORE ROUTE
Start Making Big Money first day. Carry a complete "Wholesale Supply House" in your hand. Show Storekeepers in every business how to beat competition and DOUBLE profits on Nationally Advertised Goods. Over 200 Products retailers buy regularly. No experience needed. We supply everything. Free Book gives amazing facts.

WORLD'S PRODUCTS CO.,
Dept. 8-DD, Spencer, Ind.

Key Check Stamping Outfits

Social Security Plates, Emblem Key Checks, Key Rings and Chains, Leather Key Cases, etc. Catalog Free. 25c brings Sample Check with name and address.

KEMP
463-B East 178th St., New York City.

JUST OFF THE PRESS!
FREE WHOLESALE CATALOG

Revised Issue—Shows over 4,000 Bargains. 260 pages of tested fast sellers, novel selling plans, trade stimulators, salesboard items, etc. Send for your copy today.

SPORS CO.,
4-39 Superior St., LE CENTER, MINN.

End your correspondence to advertisers by mentioning The Billboard.

A GREAT PITCH FOR FAIRS AND DEPT. STORES HOT WATER with



MAGIC DISC Works on Any Electric Light Socket

MILLIONS of homes, stores and offices everywhere need **SPEED KING**—the new, amazing Water Heater—that heats water boiling hot so fast it takes your breath away. No muss! No waste of time or fuel! Just a simple "plug-in" at any 110-volt light socket—and pre-to . . . just the amount of hot water you need for the bath, for shaving, for dish-washing. **CHEAPER** because you don't have to heat gallons when you need only a few quarts. **FASTER** because the intense electric heat goes directly into the water. Sells fast on a 60-second demonstration. Small in size—fits the pocket, easy to carry. Anyone can afford it. Everyone wants it!

SAMPLES for AGENTS

JUST SEND NAME

I WANT you to know the almost uncanny-heating action of this speedy water-heating invention. Write quick—a postcard will do—for my **SAMPLE OFFER** that brings you an actual Sample **SPEED KING** for demonstration. You can make plenty of cash as my agent. **HURRY!** Big season starting now. **SPEED KING** solves the hot water problem when furnaces shut down. Act quick and I'll show you how to make the fastest money of your life, now. **Send No Money!—Just your name.**
Address: L.B. Patterson, Pres.,

NU-WAY MFG. COMPANY
Dept. 434 Walnut Building, DES MOINES, IOWA

Ohio coal-mining towns. . . . All were busy in Doc J. A. Speagle's quarters in Durham, N. C., getting his circus show ready for opening early in May. . . . Oklahoma oil fields were giving A. L. Mainard's med opry its share of the long green. . . . Doc J. W. Thompson was playing the Northwest Territory exclusively. . . . Marstelle and Bradley's Satanic unit was getting plenty of lucre in Oklahoma. . . . That's all.

Events for 2 Weeks

- (April 24-29)
- CALIF.**—Los Banos. Miller & Lux Barbecue & Picnic, 28-May 1.
Monterey. Horse Show, 28-30.
Monticello. Rodeo, 30.
- CONN.**—New Haven. K. of C. Circus, 24-30.
Ansonia. Merchants & Mrs.' Expo., 25-29.
- ILL.**—Auburn. Spring Festival, 24-29.
KAN.—Fort Leavenworth. Dog Show, 26-27.
MD.—Chevy Chase. Dog Show, 30.
MO.—Joplin. Fiesta, 25-26.
Kansas City. Sportsmen's Horse Show & Expo., 24-30.
Kansas City. Dog Show, 29-30.
- N. Y.**—Buffalo. Food Show, 24-27.
O.—Columbus. Home Show, 22-29.
Youngstown. Dog Show, 29-30.
- OKLA.**—Holdenville. Arkansas Days. Last week in April.
- PA.**—Pittsburgh. Rodeo, 24-May 3.
Greensburg. Moose Club Festival, 22-29.
- TENN.**—Collerville. Cheese Carnival. Live Stock & Dairy Show, 27-29.
- TEX.**—Houston. Oil World Expo., 24-29.
VA.—Alexandria. Dog Show, 29.
Richmond. Dog Show, 26-27.

- (May 1-6)
- CALIF.**—Hanford. Rodeo, 5-6.
Lodi. Legion Picnic, 6-7.
Los Angeles. Dog Show, 6-7.
Sacramento. Rodeo, 5-7.
- ILL.**—Alexis. Legion Celebration, 3-6.
Chicago. Natl. Premium Expo., 1-5.
Rock Island. Legion Celebration, 1-14.
- MASS.**—Framingham. Dog Show, 6.
MICH.—St. Joseph. Blossom Festival, 30-May 7.
- MISS.**—Jackson. 75 Years of Progress, 1-6.
MO.—Columbia. Dog Show, 5-6.
St. Joseph. Apple Blossom Festival, 4-6.
- N. J.**—Trenton. Dog Show, 7.
- OKLA.**—Cherokee. Spring Festival, 2-3.
Guymon. Pioneer Day & Rodeo, 2.
- PA.**—Philadelphia. Dog Show, 6.
TENN.—Humboldt. Strawberry Festival, 3-4.
TEX.—Dallas. Dog Show, 7.
CAN.—Amherst. N. S. Motor Show, May 3-6.

(Events for five weeks in advance appear in the last issue of each month. This week they will be found on page 61.)

AUSPICED SHOWS

(Continued from page 63)

Cleveland, Detroit, Minneapolis and the like, presented a fancy array of much-sought circus performing personnel.

Probably the most unusual big top presentation is current in St. Louis at traditional Police Circus, April 14-23, staged in the 16,000-seater Arena by Fanchon & Marco, which operates upward of 30 houses in that city. Layout there reads like a Who's Who of the sawdust circuits. It included in its three-ring two-stage spread the Picchianis (working as the Harlequins and Genoas), Hodgins, Clyde Beatty, Gulce Troupe, Reiffenachs, Cole Bros.' Liberty Horses and elephants, Les Kimris, Dr. Ostermaier's horses, Flying Otaris, Flying Behrs, American Flyers, Grotefents (Wallendas) and Zucchini double-shot. Other acts where Florenz Trio, Moreen Troupe doing heavy doubling, Dowlings, Bedells, Ullaine Malloy, Waldos, Atenos, Anderson's Circus, Torelli's Circus, Watkins Animals, Woolford's Dachshunds, Pero, and a horde of clowns such as Harry LaPearl, Otto Griebing, Al Sherwin, Ray Duke, Larconians, Correia, Ernest Stebbing, Johnny Cummings, Lou Ward and son, John Vani, Chester Sherman and others.

According to Jesse Kaye, of local Fanchon & Marco office, who spent several days in St. Louis, Sunday matinee crowd totaled 19,000 and Tuesday evening 20,000, these being top days during his visit. Representing F&M were Jack Partington, general manager; C. B. Nelson, of St. Louis office, and Mr. Kaye. John R. Agee was equestrian director, with music by local American Legion, directed by Paul Vegna. George A. Hamid, of George A. Hamid, Inc., who attended the opening, booked majority of acts. Announcer was Marvin Mueller, St. L. radioist. Price range, 50 cents for general admission and 75 cents and \$1 for reserves.

SHORTS
(Continued from page 63)

Cumberland Highlanders and war veterans, will be Laloo, boxing kangaroo, reports Secretary Ernest W. Corbett. On final night 15 prizes, including an auto, will be given away.

TMAT Denies Threat To Call Out R-B Agents

NEW YORK, April 22.—Rumor from out of town this week that press and kindred agents of Ringling-Barnum circus were to be called out on strike last Monday by the Theatrical Managers, Agents and Treasurers' Union because of John Ringling North's alleged refusal to sign the minimum basic agreement with the union was repudiated by a TMAT executive today.

Union said that no strike threat exists, that it has no quarrel with the circus, 30 of whose personnel are TMAT members, and that it is not interested in adding members from the circus, being largely concerned with obtaining employment for members.

Union is awaiting basic agreement with North's signature, but there's no inkling as to when that will come about, altho some people close to the situation believe the peace pipe will be smoked before the show ends its local run April 29. Terms of basic agreement being sought are essentially the same as those entered into between the union and the League of New York Theaters some months ago.

Collins Seriously Ill

CINCINNATI, April 22.—W. R. Harris, owner of the Model Shows, in a wire to *The Billboard* yesterday reported that Dick Collins, show's publicity director, is seriously ill in a Concord, N. C., hospital.

RUSSELL show is again issuing a herald, eight pages with illustrations—Russell Bros.' Circus Review. It is 17 by 11½ inches.

PEELER WORKERS ATTENTION!

We just closed contract for 10 Peeler Spots at New York's World's Fair. This includes all Kitchen Gadgets usually sold on Peeler Spots. We want 15 good Workers to report immediately and ready to work for 27 consecutive weeks on splendid basis to get the greatest season's work ever known.

No Floaters or Johnny-Come-Latelys wanted. Must be steady, reliable, sober, consistent workers and money-getters. Wire immediately, don't write. Charlie Ray, Earl Godfrey, Bob Linenfelzer, Fido Kerr, Dick Hull, Walter Noll, Arthur Reeves and all other old-timers come on at once.

WIRE!
SAM E. STONE
Room 1724 - 33 West 42nd Street
NEW YORK CITY
Tel. MEdallion 3-0184.

DREXEL **BLADES**
Buy Direct From the Manufacturers.
30 Million DREXELS Sold in 1938.
D. E. DREXEL Blades, 20 Pkgs. 5's. 100, 650
Send \$6.50 for 10 Cartons (1,000 Blades) All forwarding charges prepaid and including 100 Free Sample Blades. Send \$2.00 deposit, balance C.O.D. Send 10c for Samples.

DREXEL BLADE CO.
184 W. 32d Street, **NEW YORK CITY.**

8 LUCKY EIGHT BALL NOVELTY
For Your Buttonhole, Get Behind One Immediately. **SAMPLE 10c.** Distributors and dealers wanted everywhere. Dozen 75c. gross \$7.50, five gross lots, \$7.20 gross. ½ cash with order, balance C.O.D.
Auerbach Novelties, Inc., 353 Fifth Ave., **New York City.**

DIXIE BELLE SHOWS
Opening Mt. Vernon, Ind., Saturday, April 29. Can place Legitimate Concessions, \$1250. Come on. Have tops and banner lines for worth-while Shows. Address **LOUIS T. RILEY, Owner, MT. VERNON, INDIANA.**

THRU THE KEYHOLE

Funny and exciting, the portable funny Walk-Thru Show, a riot on any midway. Going great. You'll be wiring for it later. Why not get it now?

7 big **KEYHOLE** booths. 14 other great laugh units. Two 8 by 10-foot banners or our new **KNOCKOUT FLASH FRONT**, 24 feet long, 12 feet high with **KEYHOLE** entrance, all ready to set up, full directions, etc.

Only \$150.00

Or show with regular 8 by 10-foot flashy banner, \$125.00. All say it's best yet. Wire or mail deposit, remainder collect. Or write for info on this and **CRIME** and **MEDICAL SHOWS** now ready, \$50.00 up.

CHAS. T. BUELL & CO.
Box 306, **NEWARK, OHIO.**

The Mighty Sheesley Midway WANTS

For 10 and 1, all kinds of Acts. Good Mental Act. Girls for Illusion Show. Meals furnished. Ride Help, 1st and 2d Men. Manager for Girl Show.
Next Week Pittsburg, Kan. Address **AL RENTON.**

TILLEY SHOWS WANT

Capable Manager with Acts for Side Show. Have complete outfit with new top.
Address Champaign, Ill., this week; East Peoria, Next Week.

BRIGHT LIGHTS EXPO. SHOWS

EMPORIA, VA., WEEK MAY 1.
Every One Working.
WANT Rides not conflicting with Wheel and Merry, Shows and Concessions. No racket. Opening for Bowling Alley, Fish Pond, String Game, etc. We have Free Act. No gate. Write or wire **JOHN GEGOMA,** Chase City, Va., This Week.

Wanted Bill Poster

Who can use Long Handle Brush and Wet Paper.
United Poster Advertising Co.
BENTON, ILL.

H. C. Swisher's Shows

Have two complete Shows. Tops 16x24. What have you to put in them. No Girl Shows. Concessions come on. Galena, Kan., April 23 to 29; Baxter Springs, Kan., May 1 to 6.

WANTED

KIDDIE RIDES, SHOWS, SHOW MANAGER, RIDE HELP. WANTED—FREE ACT IMMEDIATELY.
GENERAL AMUSEMENT ENTERPRISES
Hempstead, Tex., This Week; West Columbia Next.

SAM GOLDEN

Wants People for best framed Side Show on tour. No time to dicker, so make it low. Office pays salaries. Tiny Cowan, Congo, Frieda-Fred Van, Joe Sweet, Bam Bamboo wire, Mr. and Mrs. Al Tomani write, Care **FIDLER UNITED SHOWS,** Jacksonville, Ill., this week; Lincoln next.

WANTED

Carnival for three or more fairs, weeks September 25, October 2, October 16. All good localities. Population of towns 1,500 to 2,500. Write **N. G. BARTLETT Secy.,** Neuse-Atlantic Fairs, Inc., Kinston, N. C.

Hughey Bros. Shows

WANT Strong Grinder to take charge of turn over Fun Show. Also want Legitimate Concessions. WANT Kiddie Auto Ride, Shows with or without outfit. Arlington, Ky., this week.

FRANKS GREATER SHOWS

WANT Shows with or without outfits. Place Ferris Wheel. Mrs. Snodgrass wire. Can place you. Place Agents for Ball Games, Grind Stores, Wheel, experienced Corn Game Help and Stock Concessions. Wire **BILL FRANKS,** Legion Fair, Cedar-town, Ga.

RIDES WANTED

FOR INTERNATIONAL DAYS CELEBRATION
JUNE 30 AND JULY 1
20,000 Attended in '38
State Terms
K. RUTHERFORD, Swift Current, Sask., Canada.

Stamp Your Own SOCIAL SECURITY and 25 other Name Plates **DOUBLE your PROFITS!**

Write For **NEW 1939 FREE CATALOG!**
Colored World Fair Plate - 100. \$8.00
COMPLETE NAME PLATES AND STAMPING MACHINES

THE IDENTIFICATION CO.
(World's Largest Distributors Name Plates and Stamping Machines)
1580 BROADWAY, **NEW YORK CITY**

N. Y. World's Fair JEWELRY
Brooches, Rings, Pins, Chains, Bracelets, etc., at lowest prices. Write today for circular.

RAZOR BLADES
Double Edge...\$2.20 per 1000
Pamose...3.00 per 1000
Manhattan...5.00 per 1000

MANHATTAN GLOVE & NOTION CO.
27 Orchard St., New York City.

WORLD'S FAIREST VALUES in fast-selling, newest Whitestone and Cameo Rings, Lockets, Crosses and Engravers' Jewelry. Send for free

NEW CATALOG or \$2.00 for Samples.
Majestic Bead & Novelty Co.
307 Fifth Ave., **N. Y. C.**

SOCIAL SECURITY PLATES AGENTS
Red-White-Blue S. S. Plate \$6.00
100. Bronze Plates, \$3.75 100.
All Perfect. Various Types of Automatic Stamping Machines and S. S. Plates. Write for Free Catalog.
BONOMO PRODS., 65 Central Ave., **Brooklyn, N. Y.**

DEANE'S D. E. BLADES
FINEST SWEDISH SURGICAL STEEL.
Every Blade Unconditionally Guaranteed.
IN DISPLAY CARTON (20 Pkgs. 5's). 100, 40c
Send \$4.00 for 10 Cartons (1,000 Blades). All forwarding charges prepaid and including 100 Free Blades. \$1.00 deposit with order, balance C.O.D. Samples 10c.
DEANE BLADE CO., 132 West 32d St., **New York City.**

We Want To Contact Immediately
EXPERIENCED WIRE-WORKERS.
Vicinity New York City, for profitable year-round proposition. Wire, write, phone.
ARLAN, 307 Fifth Ave., **New York City.**
Mu. 4-3145.

Hartmann's Broadcast

VIRGINIA has a new law known as the Outdoor Advertising Act which provides that nobody shall post or display outdoor advertisements in the State outside the corporate limits of any city or town without first obtaining a permit. Not wishing to have any showmen run afoul of this law, H. J. Neal, director, Outdoor Advertising, Department of Highways, Richmond, Va., has asked us to publish a letter on this subject from him, which it affords us great pleasure to do. His letter, dated April 17, reads:

"In the April 8 issue of *The Billboard* you have a very timely and excellently expressed article on co-operation, a subject worthy of everyone's consideration in the present day and age.

"All of us, young and old, look forward to the circus season which is now close upon us. We have had some inquiries regarding outdoor advertising regulations in Virginia from some advance agents of circuses. In order that all of those interested may be advised that it is definitely illegal to post or display outdoor advertisements in Virginia outside the corporation limits of any city or town without a permit, we can think of no better medium than your excellent publication to furnish those interested with this information. This is but one of our offers of co-operation—a word in advance so those who may not be familiar with conditions may have the opportunity to take the matter up with our office before becoming involved in any illegal procedure. My office will be very pleased to enlighten inquirers on the provisions of the Outdoor Advertising Act if they will write to us direct.

"Incidentally, we have removed 88,300 illegal snipe and tack signs since February 1. Of course these have included a considerable number of circus posters of previous seasons. We have issued 8,772 permits for advertisements and advertising structures since January 1 when the law became effective. Therefore, your readers will see that there is a place for outdoor advertising in Virginia, and we trust there will be no cause for action being taken against any of your readers for illegal display of their outdoor advertising signs.

"Your co-operation in publishing this information will be greatly appreciated."

† † †

A CLEAN fair pays—and pays well—take it from our good friend, J. A. Terry, secretary of the La Porte County Fair, La Porte, Ind., known intimately as "Uncle Jim." He personally guarantees that this annual, which he terms the "model fair," will actually be "bigger and better than ever."

"Following the schooling I have obtained from your good old *Billboard*," "Uncle Jim" writes, "our midway will be kept clean and honest. Our friend Lawrence Phillips and his entire Johnny J. Jones Exposition official family are co-operating with us in maintaining our midway in a clean manner.

"Now, Mr. Hartmann, I am properly proud of this model fair and want to thank you for being the instrumentality which taught me that a clean fair would prosper and sell itself to its public. I have wanted you to visit us and see for yourself how a real fair can be operated without turning its management over to petty thieves who can so easily put any fair out of business. It has taken a lot of time to do these things, but we have succeeded. The 'boys' are allowed to operate games for merchandise only. We want to be liberal and give our patrons a small chance to win a basket but at the same time protect them from a good cleaning such as they used to get in the 'good old times.'"

† † †

SOME interesting angles attach to the lot which Ringling-Barnum circus will use to open its canvas season May 8-13 in Long Island City, L. I., N. Y. It will be the first time for this or any other circus to appear on the lot, which is adjacent to Madison Square Garden Bowl.

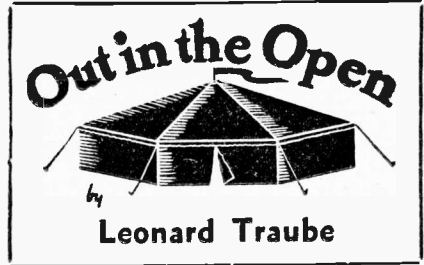
The bowl site was suggested as a circus grounds by Al Butler to the late John Ringling back in 1930, and it was agreed that if the show was unable to get the regular Flatbush lot that year the bowl site would be used. But the Flatbush lot was obtainable. The bowl was erected two years later.

The new lot has ideal transportation facilities—crosstown subway, bus lines, etc.—and Brooklynites do not have to

first pass thru Manhattan to get to it. Parking facilities are marvelous, too.

When the show trains reach L. I. C. they will be placed in the Harold avenue yards of the Long Island Railroad, and the haul will be only four blocks. The sleepers will be parked almost at the lot.

A CERTAIN printing company apparently loses no bets when it comes to reading ads in *The Billboard* where there is the possibility of a new show being organized. A couple of issues ago Alexander P. Clark advertised for a steam calliope for his own personal use. Evidently thinking that he was putting out a circus, the printing concern lost no time in offering its services, samples of paper, etc., by mail. 'Twas just like going fishing and hooking an old shoe, Clark avers.



The Whirl of Today (Continued)

THREE different free acts are launching their own carnivals this season. Which prompts a new midway owner, who is not one of the trio, to observe, "It appears that they are going to get paid or know the reason why. Possibly the latter." . . . Erno Rapee and his Music Hall Symphony Orchestra played "for the first time in any theater Amusement Park, by Menotti Salta, giving a properly provocative shot in the arm to a segment of outdoor show business that needs it, definitely." . . . Lieut.-Gov. Samuel S. Lewis of Pennsylvania posed as a prisoner to obtain info on the mentality of a condemned slayer whose lawyer asked for clemency on the grounds that his client is a moron. Mr. Lewis discovered that the man is of average intelligence. The lieutenant-governor knows his human beings. He handles a mess of them every October at the York Fair, of which he's president. . . . T. W. (Slim) Kelley, the side showman, broke a third of John Chapman's *Sunday News* oblong with data on freak animals. Slim has the freak shop at the NY World's Fair, with Dufour & Rogers presenting it as *Nature's Mistakes*, a title terrific. . . . Kay Toth, the Million-Dollar Girl of Hamid's Pier last year, is around the burlig houses with her Hawaiian dance. . . . Fuzzy Hughes in from the Pacific coast on World of Tomorrow angles. . . . F. Beverly Kelley, writer, intellectual, press agent, music and drama authority and, on the side, a real human being, dispatches all his virtues into oblivion by blossoming out into a punster. He says Pallenberg's Bears, which juggle objects, could be called grizzly bears. And if they manipulate barber poles, which they do, they're polar bears. You just have to grin and bear it from the radio director of the Ringling show, whose Delaware (O.) business is a rendezvous for lovers of strictly fine furniture (adv.). . . . The aforementioned Pallenbergs are celebrating their silver anniversary in American show business. They came here in 1915 to join the Big One, stayed on it for about 18 years, went off into the fair and park circuits for a spell and have been back for a few years in the building engagements of the Messrs. and Mesdames Ringling "Bertha." So a shower of congrats on the Pallenberg Berthaday. (That should hold Mister Kelley, but it probably won't.)

HOBBIES mag for May spreads out on the half-million-dollar fiddle collection of Wurlitzer, with its *Circusiana* section continuing under the editorship of Dr. Hugh Grant Rowell. . . . That was Daisy Polidor visiting friends in the Garden "back yard." Daisy grew up on the show and emerged as the prettiest of performers under the patient tutelage of her father, the incomparable Joey, Polidor, also away from the big trick in favor of the fraternal circuses.

From Doc Waddell, the Circus Parson, sermonizing from Ponca City, Okla. . . . "Why mourn or lose any sleep over baggage stock reduction on the circus? Why lament and brood over the thought that the circus is passing out? Say, the circus will be here and going when the

GRAB JOINTS! COOK HOUSES! DEEP FAT FRYER

MELETTO'S NEW PORTABLE

BUILT FOR SPEED, VOLUME, ECONOMY.

BURNS ANY TYPE GAS.

AUTOMATIC THERMOSTAT CONTROL.

SET IT UP ANYWHERE. ALWAYS READY.

GUARANTEED SATISFACTION.



\$128.50

LESS 10% FOR CASH.

TERMS CAN BE ARRANGED.

WRITE FOR FULL DETAILS.



Broadway at Franklin.

WANTED AT ONCE

Pygmies, Colored Dwarfs, Frank (Foots) Hudson answer; Colored Pin Heads, Albert Cambell with Stan answer; Johnnie and Willie Carpenter, also Hosey and Esther; Spotted Man or Woman, Prepay reply; also Man or Woman, Colored, at least 300 Pounds, Willie Camper answer. Pay sure from office. Long season, then into store rooms for the winter. Good treatment and cookhouse. Can use outstanding Freak strong enough to feature. Elzora Turtle Girl answer. Have good proposition for you. Address:

DODSON'S WORLD'S FAIR SHOWS HUNTINGTON, W. VA.

mourners, sleep losers and present lamenters have been dead and buried. The real circus of the future will be with us when the present owners and directors are no more.

"There is a heaven working and it will leaven the whole pump. The size of the circus that will go over big, financially and in every other way, will be in perfect accord and measurement with the growth and demand on the part of the people. If there is a demand for 200 railroad cars of circus property and people, there should be 200 cars. That was the Bailey principle. He said the people will pay to see what they want.

"It is error in thought and analysis to say the circus owner pays the bills. He may in a way, but he really does not. He pays the bills out of what comes in thru the gate. And get this: I am for the racketeers who racketeer justly. They, down deep, away back behind the scenes, are slowly but surely taking over the circus. To my way of thinking it means, in the future, the greatest and largest Barnum enterprise ever under canvas. Old things must pass away, and the new take their place."

Bulletin: Just got to Showmen's League of America President J. C. McCaffery's article in answer to our recent plea for a central fund for needy showmen. Space limit expires with the next line. We'll keep the pot boiling in some other issue.

Notes From the Crossroads

By NAT GREEN

FREE ACTS have demonstrated their value to carnivals playing still dates, and now some of the progressive carnival owners are awakening to the possibilities of standard circus acts that can be featured as a pay attraction. There is a cumulative value to such acts that has been overlooked in the past, possibly because few such acts were available while the circuses were going good and paying sizable salaries instead of merely promising to pay. This was brought out in a talk we had with a prominent carnival man whose ideas are gradually bringing about a new conception of midway entertainment.

This man brought out the point that a name act, as, for example, Mabel Stark and her tigers, would not only largely increase the gate with a consequent increase in business on the midway but also as a paid attraction would be a profitable proposition. -In addition it would raise the tone of the whole show and

create good will not only for the particular carnival on which it appeared but also for shows that follow.

Bob Parker, who managed La Conga night club at Miami Beach, Fla., the past winter, back in Chi now that the Southern season has closed. . . . Tommy Hart, side show man formerly with Al G. Barnes and other circuses, in from San Francisco on his way to Canada to join the Conklin show, on which he will have the front of the side show. . . . Accompanying him was Sandra, dancer, who also will be on the Conklin show. . . . Irving Kempf writes from the U. S. Veterans' Hospital, Dayton, O., that he will not have to remain inactive for the next six months. He has been fitted with an orthopedic appliance that will enable him to get around and do light work. "The show must go on," says Kempf, and he plans to leave soon for his home in Capac, Mich. . . . Ken Warfield and Lottie Mayer in from a Middle-Western engagement to sojourn for a short time in Chicago. . . . Clint W. Finney, general agent of the Goodman Wonder Show, paid a flying visit to Aurora, Ill., to enjoy some of his sister's home-fried chicken before hitting the trail into the wilds. . . . Stella Cronin, playing the Police Circus in St. Louis, writes that the condolences sent by friends on the death of her husband, Billy Cronin, were comforting and she appreciates the kind thoughts expressed. She will be with the Cole show this season. . . . Peejay Ringens gave an interesting interview a few nights ago on Station WGN, detailing some of his thrilling experiences thruout the world. . . . F. M. Welch, circus fan who operates a billposting plant in St. Cloud, Minn., took time off from business to visit some of Chicago's hot spots last week.

In addition to their 21 weeks' booking at Blackpool, England, the Great Wallendas are booked for a month in Paris and several weeks in Munich and Berlin. . . . Evansville and Indianapolis newspapers last week carried an interesting story on Karl K. Knecht, cartoonist on *The Evansville Courier*, and Circus Fans of America, of which Knecht is the founder. . . . Burt L. Wilson writes from St. Louis that the night he visited the St. Louis Police Circus they turned away 4,000 people. Says Burt: "Who said the circus wouldn't draw? Here's the answer: Strong auspices—Police Benefit Association; sane prices—50 cents general admission, children, 25 cents; reserved seats, 25 cents; boxes, 50 cents; no concert, no banners; a great show."

Central States: Ellinwood, Kan.; Lyons May 1-6.
 Cetlin & Wilson: Madison, N. C.
 Clyde's United: Johnstown, Pa., 27-May 6.
 Coleman Bros.: New Britain, Conn.; Hartford May 1-6.
 Colley, J. J.: Checotah, Okla.
 Connecticut Valley: West Warwick, R. I., 29-May 6.
 Crafts: San Fernando, Calif., 25-30; Bakersfield May 1-7.
 Crescent Am.: Greenwood, S. C.
 Crowley United: Ponca City, Okla.
 Crystal Expo.: Forest City, N. C.; Lenoir May 1-6.
 Cumberland Valley: Cowan, Tenn., 29-May 6.
 Cunningham's Expo.: Middleport, O., 29-May 6.
 Davis & Parrott: Austell, Ga.; South Pittsburg, Tenn., May 1-6.
 Dick's Paramount: Webster, Mass.
 Dodson's World's Fair: Huntington, W. Va., 29-May 6.
 Douglas Greater: Seattle, Wash., May 1-6.
 Dudley, D. S.: Crowell, Tex.
 Dyer's Greater: Houka, Miss.
 Endy Bros.: Chester, Pa., 27-May 6.
 Elite Expo.: Coffeyville, Kan.
 Evangeline: Vivian, La.
 Fair at Home: South River, N. J., 26-May 6.
 Federal State: Horse Cave, Ky.; Greensburg May 1-6.
 Fidler's United: Jacksonville, Ill.; Lincoln May 1-6.
 Flying Millers: Teague, Tex.
 Frank's Greater: Cedartown, Ga.
 Frisk Greater: Red Wing, Minn., 29-May 6.
 Funland: Williamsburg, Ky.; Oneida, Tenn., May 1-6.
 Fuzzell United: Flat River, Mo.

Gold Medal: Bedford, Ind., 24-27; Bloomington 29-May 6.
 Golden State: Glendale, Calif.
 Great Lakes Expo.: Mansfield, O.; Massillon May 1-6.
 Great Sutton: Mound City, Ill.; Vandalia May 1-6.
 Greater Expo.: St. Louis, Mo., 24-30; E. St. Louis, Ill., May 1-14.
 Greater U. S.: Mexico, Mo.
 Greater United: Durant, Okla.
 Gruberg's World's Expo.: Philadelphia, Pa.
 Happy Attrs.: Coshocton, O., 29-May 6.
 Heller's Acme: Port Reading, N. J.
 Hennies Bros.: Tulsa, Okla., 24-29; Wichita, Kan., May 1-6.
 Heth, L. J.: (1st and Spring sts.) Nashville, Tenn.
 Hilderbrand's United: Petaluma, Calif., 25-30; Eureka May 2-7.
 Honest Bert's: Rock Island, Ill.
 Hughey Bros.: Arlington, Ky.
 Hurst, Bob: Joinerville, Tex.
 Hyde, Eric B.: Newton, N. C.; Morganton May 1-6.
 Ideal Expo.: Harrisburg, Pa.
 Imperial: Kirksville, Mo.
 Jones, Johnny J., Expo.: Washington, D. C.
 Joyland: Kalamazoo, Mich., May 1-6.
 Joyland: Clovis, Calif., 25-30.
 Kaus, W. C.: Hopewell, Va.; Elizabeth City, N. C., May 1-6.
 Kaus Expo.: Charlottesville, Va.
 Keystone Modern: Winchester, Va.
 Landes, J. L.: Junction City, Kan., 28-May 6.
 Lang, Dee: Taylorville, Ill.; Galesburg May 1-6.
 Latlip's Home State: Beckley, W. Va.
 Lawrence, Sam: Milledgeville, Ga.
 Lee Bros.: Hiawatha, Kan.
 Lewis, Art: Norfolk, Va.
 Liberty Am. Co.: Sterling City, Tex.
 Liberty National: Cave City, Ky.
 Magic Empire: Tulsa, Okla.
 Magnolia State: Richton, Miss.; Pascagoula May 1-6.
 Marks: (Petersburg Pike & Maury st.) Richmond, Va.
 Martin's United: Ft. Bragg, Calif.
 Midwest: Atwood, Kan.
 Mighty Monarch: Wytheville, Va.
 Miller Bros.: West Helena, Ark.
 Miller Amusements: Ponchatoula, La.; Baton Rouge May 1-6.
 Miner's: E. Greenville, Pa., 29-May 6.
 Model: South Boston, Va.
 Modern Midway: Jacksonville, Ark.
 Molly's Greater: Auburn, Me., 29-May 6.
 Monarch Expo.: Owensboro, Ky.
 Naill, C. W.: Homer, La., 29-May 6.
 New England: Secaucus, N. J.
 Northwestern: Ecorse, Mich., 29-May 7.
 Nye's Four-Star: Shelby, O., 29-May 6.
 Ozark Am. Co.: Vinita, Okla.
 Page, J. J., Expo.: Johnson City, Tenn.
 Pan-American: Du Quoin, Ill.
 Patrick: Spokane, Wash.
 Pearson: Pana, Ill., 29-May 6.
 Penn State: Berwick, Pa., 29-May 6.
 Pleasure Bent: Hackensack, N. J., 28-May 6.
 Pryor's: Bethel, O., 29-May 6.
 Quirk's, Wm. E.: Alexandria, Ind.
 Regal United: Pasadena, Tex.
 Reynolds & Wells: Excelsior Springs, Mo.
 Roberts Greater: Pontotoc, Miss.
 Rogers & Powell: Batesville, Miss.
 Royal American: Atlanta, Ga.; St. Louis, Mo., May 1-14.
 Royal Midway: Helena, Ark.
 Rubin & Cherry Expo.: Paducah, Ky.; Evansville, Ind., May 1-6.
 Scott Bros.: Pulaski, Tenn.; Mt. Pleasant May 1-6.
 Shugart, Doc: Stillwell, Okla.
 Silver State: Bishop, Calif., 25-30.
 Smith's Greater Atlantic: Dumfries, Va.
 Sol's Liberty: Vincennes, Ind.
 Sparks, J. F.: Huntsville, Ala.
 Spencer, Sam: Brookville, Pa., 29-May 6.
 Speroni: Rock Falls, Ill.
 State Fair: Kingman, Ariz.
 Sunset Am. Co.: Quincy, Ill.
 Swisher, H. C.: Galena, Kan.; Baxter Springs May 1-6.
 Texas Longhorn: Clarksville, Tex.
 Texas: Brownsville, Tex.
 Tidwell, T. J.: Midland, Tex.
 Tilley: Champaign, Ill.
 Tybee United: Oliver, Ga.
 United American: Kennett, Mo.
 Wallace Bros.: Evansville, Ind., 24-29.
 Ward, John R.: El Dorado, Ark.
 Weer, M. R.: Cassopolis, Mich., 29-May 6.
 West Bros.: Mt. Vernon, Ill.
 West Coast Am. Co.: (Fair) Los Banos, Calif., 27-May 1; Lodi 5-7.
 West, W. E., Motorized: McPherson, Kan.
 Western State: San Angelo, Tex.
 West's World's Wonder: Wilmington, Del.
 Weyls Production Co.: Irwin, Pa.; Braddock May 1-6.
 Wilson Am.: Pittsfield, Ill.
 Winters Expo.: Canonsburg, Pa.
 Wolfe Am.: Anderson, S. C.
 World of Fun: Plasterco Va.; Damascus May 1-6.
 World of Mirth: (Luzerne & G sts.) Philadelphia, Pa., 28-May 6.
 World of Pleasure: Lansing, Mich.; Grand Rapids May 1-6.
 World's Best: Cohoes, N. Y., 27-May 6.
 World's Fair: Hackensack, N. J., 29-May 6.
 Wyse Greater: Monmouth, Ill.; Silvis May 1-6.
 Yellowstone: Magdalena, N. M.
 Zacchini Bros.: St. Louis, Mo., May 1-6.
 Ziegler-Pollie: Ferndale, Mich.
 Zimdars Greater: Lebanon, Mo.; Ft. Scott, Kan., May 1-6.

WANTED GLASS BLOWERS

Representing the Various Branches, Including Venetian and Bohemian, for the

"GLASS BLOWERS OF THE WORLD"

— Amusement Area —

New York World's Fair

LONG ENGAGEMENT — PLEASANT CONDITIONS

Address T. A. WOLFE

Immediately to ASTOR HOTEL

NEW YORK CITY

HE IS BREAKING ALL RECORDS!



No. 24—FREDY THE BULL. Height 7 1/2 in. Length, 10 3/4 in. Today's Most Lovable Character. Very Comical—Flashy Large. The Ideal Number for Wheels, Scales, Ball Games, etc. Packed 12 to a Carton (No Less Sold). Ea. \$.20

Write for Full Details on Our Complete Line of Hit Numbers.

A 33 1/2 % Dep. Required on All Orders. Are You On Our List for Our New Catalog?

WIS. DeLUXE CORP.

1902 N. 3rd St. MILWAUKEE, WIS.

LOOK! LOOK! LOOK!

WHAT 1c WILL BUY

GOOD CANDY—Flashy Colored Boxes. FOR Shooting Gallery, Fish Pond, Slum Spindles, Country Store and all Concessionaires using GIVEAWAY MERCHANDISE

Choice of Boxes—"Arabian Nights," "Days O' Gold" and "High Jinks."

\$10.00 per Thousand Packages.
\$2.50 per Case of 250 Packages.
25% Deposit With Order.

CASEY CONCESSION CO.
1132 S. WABASH AVE., CHICAGO.

P-O-P-C-O-R-N!

CARTONS! BAGS! CONES! PEANUTS! SEASONING!

GLUCOSE! APPLESTICKS! COLORING! GRANULATED PEANUTS! COCOANUT! SALT

The Greatest Assortment of Supplies in the Country! WE SELL THEM ALL!

from the Smallest to the Biggest Shows, Parks and Amusement Centers the Country Over!

CARNIVAL and RESORT MEN: A post card will bring you our Special Low Price List.

MOSS BROTHERS NUT CO., PHILADELPHIA and PITTSBURGH, PA.

ARISTOCRATS OF THE AIR D'ARCY GIRLS

WE DO NOT MISREPRESENT.

Originators of Perch Revolve, one girl holding other girl in muscle grinds. First and only two girls doing slide from rigging for finish of act. Have done both Single and Double Slide side by side. Slide is 250 feet long. Rigging is 90 feet high.

(WE HAVE IMITATORS) Booked West Until June—Then East.

JOHN R. WARD SHOWS

Three Spring Celebrations: Humboldt, Tenn., Strawberry Festival, Week May 1; Poplar Bluff, Mo., Ozark Jubilee; Dyersburg, Tenn., Cotton Carnival, Around Square.

Can place Ten-In-One, Side Show Producer, Performers and Musicians for Minstrel Show. Manager and People for Girl Show, Athletic Show, Crime Show. Want Capable Ride Help, Tilt-a-Whirl and Merry-Go-Round Foremen. Can place Stock Concessions. Ham and Bacon Wheel. Work for stock. Penny Arcade and Diggers. WANT Minstrel Show Talker. Eldorado, Ark., this week.

WANT MANAGER and RIDERS

For Drome. Stanley Stelman, wire. Legitimate Concessions of all kind. Ride Help in all departments. This week, Charlottesville, Va.; next week, Baltimore, Md.

KAUS EXPOSITION SHOWS, INC.

HELLER'S ACME SHOWS, INC.

WEEK MAY 1 TO 6, BELMONT AVENUE GROUNDS, HALEDON, N. J., PATERSON CITY LINE.

Want Concessions, Grind Stores. Few Wheels open. Want Shows with or without own outfit. Want Circus Side Show Acts. Also Man to manage same. Want Plantation People. Also Help on Rides. This looks like my biggest season of bona fide celebrations and fairs. All address HARRY HELLER, 477 N. Eleventh St., Newark, N. J. Telephone Humboldt 30474.

W. A. GIBBS SHOWS LAST CALL

Opening Parsons, Kan., April 29. All people be on lot 27th. Can use Concessions, also Agents for String Game, Cigarette Gallery, Scales and others. Want Foreman for Funhouse, Second Man for Wheel. Can use Independent Shows with or without outfits not conflicting. Playing Kansas, Nebraska, Iowa; 4th, Labor Day, and fairs booked. Will book one Flat Ride. **W. A. GIBBS, Parsons, Kan.**

DON'S UNITED SHOWS

BOOK OR BUY Ferris Wheel and Auto Kiddie Ride. PLACE Flat Rides that gilly. Showman with Acts, etc. Furnish Ten-in-One Outfit complete. Pa. and Ma. Butchman, Nora Snodgrass wire. Girl and Grind Shows with own outfits wire. PLACE Lady Concession Agent. Corn Game, Photo and Popcorn booked. All other legitimate Concessions open. PLACE small Cook House. Address Honaker, Va.

DOLLY DIMPLES

GIVE - AWAY PACKAGE

Very Classy, Contains Nut Chocolate Caramels.

★ Packed 100 Packages to Carton. Per Carton. \$2.00

500 Packages. \$10.00

25% Deposit with All Orders. Balance C.O.D. Send for Free ILLUSTRATED 1939 CATALOG.

MARVEL CANDY & NOV. CO.
101-103 Wooster St., New York City

CONCESSION OPERATORS

Complete Line of Carnival Goods for

BINGO GAMES BALL GAMES GRIND STORES PITCH TILL YOU WIN

NEW LINE — Plaster, Slum, Large Variety of Canes, Chinaware, Novelties, Etc.
Write for FREE Catalog.

M. K. BRODY
1116 S. HALSTED ST., CHICAGO.
In Business 28 Years

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Man.

CHARLES A. LENZ
Permanent Address,
A738 Insurance Exchange Bldg., Chicago, Ill.

MISCELLANEOUS

Arthur, Magician: Mayfield, Ala., 26-27; New Lexington 28-29.
 Beecher, Monte, Hollywood Dogs: (Paradise Club) Mt. Vernon, Ill., 24-29.
 Birch, Magician: Kirksville, Mo., 26; Canton 27; Hannibal 28; Vandalia May 1; Mexico 2; Chillicothe 3; Warrensburg 4; Sedalia 5; Fayette 6.
 Campbell, Loring, Magician: Vernal, Utah, 26; Roosevelt 27-28; Helper May 1; Price 2; Nephi 3; Monroe 4; Panguitch 5; Hurricane 6.
 Craig Bros.' Show: Pinksburg, Md., 24-29.
 Daniel, B. A., Magician: Summer, Ill., 24-29.
 Harlan Med. Show: Woodstock, O., 24-29.
 Jaxon, Ventriloquist: (Grand) Wausau, Wis., 27-28; (Lyric) Tomahawk 29-30.



RENTAL AND SALES PROFITS

ROCK-OLA Motor Scooter

NEW MOTORIZED THRILL SENSATION RUGGED CONSTRUCTION ASSURES DEPENDABLE SERVICE

Special Prices on Quantity Purchases

ROCK-OLA MANUFACTURING CORP.
844 NO. KEDZIE CHICAGO, ILL.

Write Today

JOHN D. KILONIS Gen. Mgr. JOHN J. GARY Gen. Representative FRANK J. SMITH Business Mgr.

QUEEN CITY AMUSEMENTS

Open Manchester, New Hampshire, May 4 to 14. Want to hear from one more high-class Free Act. State lowest for season contract to start Brockton, May 15. Want Concessions of all kinds; Ball Games open. Positively no grift. One high-class Beano; one Office Man with show experience, one Foreman for Ferris Wheel, Chair-o-Plane and Whip, also Electrician.

Want for Crystal Lake Park, open May 27. Want Park Rides, Fun House, Ponies and a good reliable Concessioner that can handle all concessions. Permanent address

JOHN D. KILONIS, P. O. Box 143, Manchester, N. H. Tel., 7204.

IDEAL EXPOSITION SHOWS, INC.

AMERICA'S BEST AMUSEMENTS
WEEK MAY 1, DARBY, PA.

CAN PLACE CONCESSIONS, including all Wheels, Grind Stores, Long-Range Shooting Gallery, Palmistry, High Striker, Fish Pond, B. Gallery, Glass Store and legitimate Concessions of every description. Can place Ride Help. Write or wire

EDDIE LIPPMAN, Mgr., or WM. GLICK, Pres., This Week, Harrisburg, Pa.

J. L. LANDES SHOWS

OPENING APRIL 28th, JUNCTION CITY, KANS.

WANT

Legitimate Concessions of all kinds. Shows, with or without own outfits. Two Ferris Wheel Men, also other Ride Help. Those that can drive Semi-Trailers given preference.

Freaks and Working Acts for Side Show. Address C. G. BUTON, Mgr.

SPECIAL NOTICE TO THE OUTDOOR SHOW AND THE FAIR WORLD:

The J. L. Landes Shows and the Elite Exposition Shows will continue to operate under the same high standard and policy as heretofore. We will fulfill all contracts and promises.

M. R. WEER SHOWS

LAST CALL FOR CONCESSIONS

WANTED — Ball Games, Milk Bottles, String Games, Bowling Alley, Diggers, and have the opening for good Corn Game. Any Concession that works right, come on in. Three Rivers, Mich., April 29th to May 6th. Write MABEL R. WEER, Cassopolis, Mich.

DICK'S PARAMOUNT SHOWS Want

KIDDIE RIDE. MAN WITH SOUND CAR. PENNY ARCADE, CORN GAME, SIDE SHOW ACTS, FREE ACTS. WIRE WEBSTER, MASS., UNTIL APRIL 29.

FIDLER'S UNITED SHOWS

CAN PLACE IMMEDIATELY MANAGER FOR GIRL SHOW. Will furnish brand new outfit. Must have people and be able to join on wire. Answer by Western Union. Will build Monkey Circus complete for one that can handle this show. Need Capable Builder of Modern Show Fronts.

WANT LEGITIMATE CONCESSIONS THAT WORK FOR STOCK. ALSO PENNY ARCADE AND CANDY FLOSS.

Address: FIDLER'S UNITED SHOWS, Jacksonville, Ill., this week; Lincoln, Next.

ERIC B. HYDE SHOWS WANT

Penny Arcade, Monkey Circus, any Show of merit. John Hanna wire Carleton Collins. CAN PLACE Workingmen all departments. Come on. Babe LaBarre wants Talker, Inside Lecturer, Ticket Sellers, Workingmen for most beautifully framed Life Show on road. Must join on wire. George Oliver can place one or two more novel Side Show Acts. "China Red" Delaney no longer here. Legitimate Concessions can find profitable connection. Exceptional opening for Custard, Scales, Long Range Gallery, Novelties, High Striker. Newton, N. C., this week; Morganton next.

BLUE RIBBON SHOWS, INC.

WILL PLACE FOLLOWING SHOWS OF MERIT.

Will furnish Tops and Fronts: Minstrel Show Performers and Musicians, or complete. Board, Salary and Percent. Irving Lewis wants Girls for Review and Posing Shows. PLACE fast Second Man with car. Mrs. Alexander wants Ball Game Agents. Concessions all open. Owensboro, Ky., this week; Kokomo, Ind., next.

LAST CALL! LAST CALL!

W. G. WADE SHOWS

Open Saturday, May 29, Pontiac, Mich. Port Huron and Other Large Manufacturing Cities To Follow.

Can place legitimate Concessions of all kinds and Shows that do not conflict. Hazel Crane wants Help for Corn Game. Address W. G. WADE SHOWS, 289 Elmhurst, Detroit, Mich. Phone, Townsend 81506.

B. & V. SHOWS

PERTH AMBOY, N. J., WEEK OF MAY 1, ON NEW BRUNSWICK AVENUE; TRENTON, N. J., WEEK OF MAY 8. THEN NEW ENGLAND STATES.

We have NINE RIDES. WANT Shows: Side Show, Posing, Drome, Monkey Circus and Grind Shows. WANT Pony Track, Kiddie Rides and Fun House. CAN PLACE Long Range Gallery, Pitch-Til-Win, Dart Store, Devil's Alley, Fish Pond, String Game and Mug Joint, Grind Stores of any kind. Chairplane Foreman and Ride Help on all Rides wanted. Also Dual Loop-o-Plane for sale. Until April 29, write or wire Garfield, N. J.; then as per route.

ACCOUNT DISAPPOINTMENT WANT MINSTREL SHOW

Including Band, Unborn Show, Penny Arcade. All legitimate Concessions open. Ball Games, Box Ball, Candy Floss, Photo Gallery, Short Range Gallery, few choice Wheels. Opening Chester, Pa., Wednesday, April 26. Address

ENDY BROTHERS SHOWS
Chester, Pa.

WANTED - Blue Ridge Shows - WANTED

WANTS for Long Route Celebrations and Outstanding Dates in Kentucky and Ohio. Account disappointment, Can Place Kiddie Auto Ride, Tilt-a-Whirl, Octopus, Merry-Go-Round. J. C. Weer get in touch with me. CONCESSIONS: Place Diggers, Custard, Candy Floss, Snow Cone exclusive. Also any other Legitimate Concession except Fish Pond. PLACE Shows: Geek, Midget, Fat People. Any Show not conflicting, with or without equipment. Scenic Artist and Builder. We have 6 Rides, 6 Shows, and Lorraine Wallace Lion Act. Committees in Ohio and Kentucky get in touch with us. Have some open dates. J. V. Whittle Archer wire me. All address JOE KARR, MGR. BLUE RIDGE SHOWS, H. R. MILLER, BUS, MGR., Cynthiana, Ky., this week.

SCOTT BROS. SHOWS WANT

9-Car Tilt Foreman. Athletic Show open. Have new outfit. Grind Shows, Concessions, Hoop-La, Diggers, Bumper, Custard open. Mt. Pleasant, Tenn., week May 1. Mines working full time. Murfreesboro, Tenn., Legion Celebration, week May 8; then Kentucky, West Virginia.

Address C. D. SCOTT, Pulaski, Tenn., this week.

WANTED AMERICAN PALMIST

Have New Tent Complete. LONG RANGE GALLERY, HIT AND MISS, BALL GAME.

HAVE BEAUTIFUL FRAME-UP FOR COMPLETE PLANTATION SHOW. Want to hear from Manager With Performers. Percentage Basis.

FERRIS WHEEL FOREMAN WANTED PARK AMUSEMENT CO. LAKE CHARLES, LA.

ROGERS and POWELL WANTS

Any Flat Ride, Shows with or without outfits. Good proposition for 10-in-1 Side Show with Banners. Dutch Walters and Clyde Berry wire. Concessions of all kinds come on. Jake Miller wants Wheel Agents. Special attention to Diggers, Blowers, String Games, Custard, Scales, Candy Apples, Candy Floss. Playing nothing but the best territory in the South. JAKE MILLER, Adjuster, Batesville, Miss., week of April 24.

HARD WOOD MILK BOTTLES

Sanded smooth, Aluminum dipped. The strongest and toughest Bottle made. Fifty cents Each and Postage. Weigh 1 1/4 lbs. each. Cash with order. No C. O. Ds. Special prices to dealers on large orders. Wood Turnings for the Sporting Goods Trade. ARTHUR D. ALLEN, Mount Morris, N. Y.

SPERONI SHOWS WANT

Legitimate Concessions—Fishpond, Bowling Alley, Manager for Athletic Show, Merry-Go-Round Foreman and Ride Help come on. Clean Shows with own outfit. Rock Falls, Ill., this week.

Coleman Brothers Shows Want

Capable Talker for A-1 Side Show. Glass Blower with Flash, Tattoo Man with outfit. This week New Britain, Conn.; next week Hartford, Conn.

The Final Curtain

ALLEN—Jack, 60, well-known tent and rep show operator of two decades ago and former owner of the Jack Allen Stock Co., in Toledo State Hospital, that city, April 14 of a heart attack. Services and burial in Toledo.

BAILEY—Harry G., 65, for more than 40 years a dance instructor and ballroom operator in Alliance, O., April 15 in a Gallipolis (O.) hospital. He was a charter member of the Dancing Masters' Association of America. His widow, a brother and a sister, all of Alliance, survive. The body was returned to Alliance for services and burial.

BERNARD—Oliver Percy, 58, well-known British architect, stage designer and writer, in a London hospital April 15. Bernard went on the stage when 16, playing Shakespearean roles, later taking up the study of stagecraft and becoming assistant manager at Covent Garden Opera House, London. He served in similar capacity at Drury Lane and other London theaters, besides working in various theaters in this country for several years. He designed the decorations for many of the buildings at the Empire Exhibition at Wembley, England, in 1924 and acted as supervisor of stage settings for the scene of *The Attack on Zeebrugge*, a spectacle at the Admiralty Theater, London. He won a diploma in Paris for stage designing.

BUTTERFIELD—Millie, retired actress, April 19 in the Fifth Avenue Hotel, New York. She appeared with Grace George in *The Ruined Lady*, with Lou Tellegen in *Don Juan* and with Otis Skinner in *Sancho Panza*. She also was understudy for Amelia Bingham in *The Pearl of Great Price*.

CHRISTIE—John D., 74, secretary of the Wisconsin Valley Fair and Exposition from 1912 to 1918, April 13 at his home in Wausau, Wis. A member of the Marathon County Agricultural Society for many years, Christie also served six terms as president of the organization. Survived by his widow.

CHRISTOFF—Larry, floor manager and hockey coach at Coliseum Roller Rink, Washington, April 15. Survived by his widow, parents and four sisters. Burial in Arlington National Cemetery, Washington.

CONGER—Mrs. Libbie McCarthy, 69, formerly Dorothy Morton, actress and light opera singer, at her home in South Bound Brook, N. J., April 15 after a two-year illness.

DUANO—Donola, 32, member of the Duanos, dance team, in St. Francis Hospital, Grinnell, Ia., April 14 following an auto crash. Her name in private life was Daguanno. Body was shipped to her home in Pocahontas, Va., for burial.

DUFFY—Bart M., 65, former ice and roller speed skater, recently in St. John, N. B., after three weeks' illness. He toured rinks in Canada and this country, had managed several rinks and had also been special investigator of fairs in New

Brunswick. Survived by three brothers.

HAUGHEY—Chloe, 68, musician, at her home in Camden, Mich., April 17 of a stroke. She was also a former official organist of the Michigan Grand Chapter of the Eastern Star. One son, Victor, survives. Burial in Camden.

L. Gordon Thompson

L. Gordon Thompson, 34, producer of the Rudy Vallee radio program for almost a decade, died of a heart attack in Hollywood April 19.

Thompson, who played a large part in changing the Vallee program from a straight musical program to a variety attraction, joined the J. Walter Thompson advertising agency in 1928 as a copy writer in the trade department. He was shifted to the radio department in 1929 and later went to work on the Vallee program as producer. The change in the style of the program was effected by Thompson and John U. Reber, agency radio head, in 1932. Thompson left the Vallee program for a few months in 1937 but returned soon after, having produced a program for National Dairies in the interim.

The deceased was a reporter with *The Philadelphia Evening Ledger* and *New York Sun* before joining J. Walter Thompson. He was a graduate of Wesleyan University. His widow and a daughter survive.

HELDMAN—Walter, 43, vice-president of Newark Local 21 of the IATSE, at his home in Irvington, N. J., April 18 after an illness of six months. He leaves his wife, Mildred Heldman; a brother and sister.

HELDMAN—Christopher, member for many years of the old Wheeler and Wilson Band, Bridgeport, Conn., in that city April 11 after a brief illness.

JACKSON—Mr. an Mrs. Halbert, formerly with Zimdars Greater, Tilley Amusement, Wade and Barker shows, burned to death in their home in Wichita, Kan., recently. Halbert had retired from show business last year. Survived by Louis, Dallas and Edith Jackson, of the Zimdars Shows; Elza, Harold and Eddie Jackson, also in show business; his mother and sister, Beatrice, of Parkersburg, W. Va.

KIRSCHGESSNER—George, 62, well known in circus circles as George Kirsch, in Middlesex General Hospital, New Brunswick, N. J., March 23 after undergoing treatment for a heart ailment. Kirsch, who had a large ranch at Warren, Wyo., thrilled thousands all over the world with his lasso act with circuses and is said to have launched Tom Mix, screen star, on his career. He had been associated with such organizations as Barnum & Bailey, Adam Forepaugh, Frank Robbins and Hagenbeck & Wallace circuses. A widower, he is survived by a daughter, Mrs. Harry Redher, and a son, Arthur.

LANDES—J. L., 71, widely known carnival showman and owner of the shows bearing his name, in Chapman, Kan., April 16. He was a member of the Heart of America Showmen's Club, Kansas City, Mo. His widow survives.

LANG—Nick, 46, vaudeville actor and radio singer, April 19 in Mount Sinai Hospital, New York, after a long illness. Survived by his widow, Mrs. Estelle Lang; his mother, Mrs. Virginia Mongarella; five brothers and three sisters. Lang was associated with several acts in the 20 years he toured the major circuits, among them being Lang and Voelk and Lang and O'Brien. A few years ago he became an agent.

MCINTYRE—George C. P., 62, senior director of the St. John (N. B.) Exhibition Association and a past vice-president, in Sussex, N. B., recently of a heart attack. He had been one of the leading dairy stock exhibitors at fairs in the Eastern provinces for 20 years. Survived by his widow, son, daughter, one sister and three brothers.

MILLER—Vic, well known in carnival circles, recently in a Chicago hospital.

MONTGOMERY—Stephen, 55, former manager of the Chicago offices of the United Artists Motion Picture Co. and during the last year a free-lance film salesman, of a heart attack in his office in Chicago April 21. Survived by a brother and two sisters.

RANNEY—Adele, 56, who retired from the stage 15 years ago, at her home in

Arlington, Mass., recently. She had appeared in musical comedy, vaudeville and burlesque and was a member of the original Royal Lilliputians, *Happy Hooligan* and *McFadden's Flats* companies. A brother and two sisters, one of whom is the wife of Tom Henry, for many years manager of musical comedies and Columbia Amusement Co. houses, survive. Burial in Lynn, Mass.

ROSSI—Mrs. Clara, known professionally as Clara Seindler, pianist and wife of Carmen Rossi, widely known Akron tenor, April 16 in New York after an operation. A skilled pianist, she studied in Berlin as a student of Joseph Lhevinne. Stricken ill while in New York, where her husband has been continuing his operatic studies and filling singing engagements. She was devoting her efforts to furthering Rossi's musical career. Services in Akron, with burial in St. Bernard's Cemetery there.

ROWE—Edward Charles, owner of "Freckles," educated chimpanzee, and formerly with the World at Home Shows, of a heart attack in Jackson Memorial Hospital, Miami, Fla., April 14. Rowe was more recently with the Spillman Engineering Co., Tonawanda, N. Y. Survived by his widow, Maude, and parents, Dr. and Mrs. J. T. Rowe. Services in Miami April 17, with burial in Woodlawn Cemetery there.

SHERMAN—Dan, 74, veteran showman who played from Coast to Coast with his rube circus and known for his origination of *Where'd You Get Your Licker?*, in Oneonta, N. Y., recently. Sherman had given command performances in England, France and Germany and was on the road until his confinement a year ago. The past few years he had the Sherman Family Cowboys, stage and radio attraction. Survived by his widow, Mabel, and two children.

SMITH—Burgess E. Jr., Rochester, N. Y., correspondent for *The Billboard*, in an auto crash in Batavia, N. Y., April 9.

SPALLO—Sam (Tudie), 52, carnival and amusement park concessioner in the Middle West for the past 15 years, in St. Mary's Hospital, Kansas City, Mo., recently after a two months' illness. Spallo operated a drug store before becoming a concession operator. He belonged to the Campo-Manfre Post, American Legion, and the Heart of America Showmen's Club. Survived by his mother, two sisters and four brothers. Burial in St. Mary's Cemetery, Kansas City.

STEVENS—Lee (Pop), 60, burlesque comic and producer, April 18 in the Knickerbocker Hospital, New York. He played in the old Coney Island concert halls, at Count Vaccas' Casino on the Bowery and in shows for the former Columbia Amusement Co. More recently he produced shows for N. S. Barger at the Rialto, Chicago. His last production was at Harry Palmer's Triboro, New York.

THOMPSON—Julian F., 51, author and playwright and exposer of the McKesson & Robbins, Inc., fraud, April 21 at his home in New York of influenza after several weeks' illness. While his playwrighting was an avocation, it was in his successful production of *The Warrior's Husband* that Katharine Hepburn made her first Broadway hit. Survived by his widow and two children.

WHITE—Henry P., 43, lessee and manager of the Stadium Rink, Moncton, N. B., for the past three years, suddenly in that city recently. Former concession operator at the rink, he had promoted the maritime championship hockey team, the Moncton Hawks, for three years. Survived by a son, daughter, brother and sister, all of Moncton. White's real name was LeBlanc.

WILLIS—Herbert, 68, stagehand in Milwaukee theaters for more than 40 years, April 16 at his home in that city. Survived by his widow and a sister.

ZIMMERMAN—Robert, infant son of Harry and Ruby Zimmerman, suddenly in Paducah, Ky., April 13. Father is ride foreman on Wallace Bros.' Shows. Interment at Mt. Kenton Cemetery, Paducah.

Marriages

ANDERSON-YOUPELLE—Elmer Anderson and Mary Youpelle, both of New York and team members of the Southern unit of Leo Seltzer's Roller Derby, in Fort Worth, Tex., April 15.

ATKINSON-McCLELLAND—Arthur (Buddy) Atkinson, New York, and Vera McClelland, Chicago, team members of the Southern unit of Leo Seltzer's Roller Derby, in Fort Worth, Tex., April 16.

CARTER-JOHNSON—Francis W. Carter, nonpro. of Dallas, and Cordelia Carter, showgirl, in Dallas recently.

DOYLE-CASTENEDA—Jack Doyle, Irish boxer-crooner, and Maria (Movita) Casteneda, Spanish actress, in Ensenada, N. M., April 15.

FARR-MORRISON—Lee Butler Farr, Miles City, Mont., attorney, and Margaret E. G. Morrison, formerly of the Western States Shows, April 15 in Hillyard Methodist Church, Spokane, Wash.

FOSTER-CRASS—Ted Foster, of Buckeye State Shows, and Gladys Crass, of New Orleans, recently in that city.

HASSON-KAY—Robert (Bobby) Hasson, last season with the Ringling circus and son of Tom Hasson, and Kittle Kay, dancer, both of Philadelphia, in that city April 21.

HENDERSON-ELLIOTT—Charles Henderson, Denton, Tex., and Virginia Elliott, of Dallas and New York, both members of *The Cavalcade of the Golden West* at the San Francisco fair, in that city April 23.

MUSKAVITCH-SMITH—Charles Muskavitch, conservator of the Dallas Museum of Fine Arts, and Mildred Smith, radio commentator known as Gail North and now director of women's activities for the Texas State Network, Fort Worth, Tex., in Marshall, Tex., April 17.

POWER-CARPENTIER—Tyrone Power, Cincinnati-born film star, and Ann Carpentier, Parisian actress known on the screen as Annabella, in Hollywood April 23.

SMITH-BENOIT—Verne Smith, Chicago radio announcer, and June Elva Benoit, Chicago model, April 22 in that city.

WHITNEY-DELBIDGE—Duane Whitney, musician, and Jean Delbridge, daughter of Del Delbridge, orchestra leader and booker, in Jackson, Mich., April 14.

Births

A daughter to Mr. and Mrs. Sidney Flamm April 13 in New York. Father is general manager of Station WMCA.

A daughter, Betty Cox, to Mr. and Mrs. Wayne Varnum in Des Moines recently. Father is time salesman for Station KSO-KRNT there, and mother is the former Gladys Cox, assistant radio editor of *The Des Moines Register and Tribune*.

Bertha Kalich

Bertha Kalich, 64, retired actress, died April 18 in the Beth Israel Hospital, New York, after an operation. She had been confined to the hospital a week.

Her dramatic career in the United States began in the old Thalia Theater, New York, in 1894. Previously she had scored in Europe, attracting attention of American producers with her Bucharest appearance in *La Dame Blanche*. At the Thalia she appeared in *La Belle Helene*, *The Gipsy Baron*, *A Doll's House*, *Fedora*, *Madame Sans Gene*, *Magda*, *Die Wahrheit*, *The Kreutzer Sonata* and other plays, all of which were in Yiddish.

Induced to learn English, she debuted in that tongue in 1905 at the American Theater in the showing of *Fedora*. With her were David Belasco, Daniel Frohman and Harrison Grey Fiske. Under contract to Fiske, she appeared in Maeterlinck's *Moussa Vanna* and other plays. At expiration of that contract in 1910 she came under direction of Lee Shubert. Among her other appearances were roles in *Theresa Raquin*, *Sapho and Phaon*, *Rachel*, *The Riddle Woman* and *Magda*.

In 1927 she returned to the Yiddish Theater in *Midway* at the Irving Plaza Theater. A cold contracted while playing *The Soul of a Woman* at the National Theater, 1928, hampered her career and threatened her with blindness when the ailment extended to her eyes. Her husband, Leopold Spachner, theatrical producer, was reported spending his entire fortune in an effort to save her sight. After three operations her sight was saved. To help her in this plight friends raised \$12,000 in 1931 at a benefit performance in the Majestic Theater, New York. Since then she had made only occasional stage appearances, the last being February 23 when she took part in a testimonial performance given in her honor at the Jolson Theater.

Besides her husband, she leaves her daughter, Lillian.

Joe Young

Joe Young, 50, song lyricist, died April 21 in Beth David Hospital, New York, after a few weeks' illness. He was also secretary and a member of the board of directors of the American Society of Composers, Authors and Publishers.

He was known both for his collaborations with Sam Lewis and his own lyric writings, being credited with the authorship of hundreds of songs written during his 30-year song-writing career.

Popular among the Lewis and Young collaborations were *How Ya Gonna Keep 'Em Down on the Farm?*, *May Mammy and Tuck Me to Sleep in My Old Tucky Home*. All three were sung successfully by Al Jolson. Young collaborated, too, on the songs for Ed Wynn's show, *The Laugh Parade*, his numbers being *Ooh That Kiss* and *You're My Everything*.

Associated with the Young name are such other hits as *A Shanty in Old Shanty Town*, *You're Gonna Lose Your Gal*, *I'm Gonna Sit Right Down and Write Myself a Letter*, *Annie Doesn't Live Here Any More*, *In a Little Spanish Town*, *I'm Alone Because I Love You*, *Away Down South: Laugh, Clown, Laugh: Cryin' for the Carolines*, *Gonna Goo*, *Shadows on the Swanee* and *You're Beautiful Tonight*, *My Dear*.

Survived by his widow; his father, Samuel Young; four brothers, Leo, Meyer, Alfred and Al, and three sisters, Mrs. Gussie Leventhal, Mrs. Ann Beck and Mrs. Winnie Merrick, all of New York.

NEW YORK WORLD'S FAIR

Flushing, L. I.
April 30 to October 31

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO
February 18 to December 2



Rush for Debut Of 30th on With 10,000 Workers

NEW YORK, April 22.—With a week to go, entire fairgrounds in Flushing is a mass of hurried, scrambled, somewhat frantic activity in what is a final attempt to get bulk of fair exhibits and concessions in operating shape by opening day, April 30. Officials estimate that approximately 10,000 people are currently taking part in the big push.

Despite the effort, fair cannot possibly be 100 per cent complete by debut time, due chiefly to inclement spring weather and faulty construction timing. Exhibit area should be virtually assembled, with exception of foreign nation zone and several State ventures, altho it will be a really close call too for many commercial propositions. Fun zone will be farthest behind, most observers predicting that area will be between 50 and 65 per cent complete eight days hence.

Virtually all exhibits will be open to public next Sunday regardless of whether they are completed or not, but such cannot be the case with amusement projects. A concession venture must be totally finished before it can hold the appeal of the public. Just what concessions will be operating when President Roosevelt rings up the curtain is still problematical, many concessioners re-

(See RUSH FOE DEBUT opposite page)

B. Rose Vs. B. Nose

NEW YORK, April 22.—Bluenoses have already begun to be active in maintaining their own standards of purity at the World's Fair and the first one to feel the lash was Billy Rose, who was peremptorily notified Friday night that his beauty contest at the Marine Amphitheater, scheduled for Sunday, to select the "World's Fairest," was called off.

Reason for this action, according to the Rose office, was that a group of Sunday-school-conscious ladies and gents squawked to World's Fair officials that the Sabbath shouldn't be used for the advancement of parading bathing-

(See B. ROSE VS. opposite page)

Savoy Talent Booked

NEW YORK, April 22.—Moe Gale has worked out his policy for the Savoy Theater at the world's fair. Teddy Hill's Band (11 men) will be the steady band, with another band (8 men) doing relief. Chick Webb's Band will do a guest appearance opening day.

The show will open 2 p.m., with shows running 20 minutes and intermissions five minutes. Capacity, 800. Admission, 25 cents.

The Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, April 22.—Old New York Village—Jacob Ruppert brewery, reported months back as having 100 Gs in this enterprise, is now officially hooked up, with George Jessel's name becoming attached to the village's title. Show will break every night with newsboys yelling an extra announcing Dewey's capture of Manila. Gaslight will be used thruout the plot. There'll be an outside bally pegged around Bowling Green. Horse-drawn street cars will be used as vehicles. Rehearsals start Monday with Dan Dody staging the variety layout in Atlantic Gardens, Bowling Green and repro of the Haymarket sector of old NY. Technical work under direction of Messmore & Damon and Architect Hans Oberham-

(See FLUSHING FRONT opposite page)

Parade Out, Promotion In for Funzone Debut

NEW YORK, April 22.—Planned parade of talent and personnel of amusement area on opening night is definitely broomed. New promotional set-up is to start the drums about 4 in the afternoon and stagger the events out until late at night, fun-zone program to be sandwiched in between special events at the fair in general during premiere. Director of Entertainment John Krimsky has lined up name theatrical artists to provide the mayonnaise for customers on bow day.

Fair Beautifying Unoccupied Space; New Shows Signed

NEW YORK, April 22.—Empty space in the amusement area, about 15 per cent of total salable footage, will be dressed by the fair corporation next week to take the sting out of midway's incompleteness. Vacant plots will be walled and sufficient landscaping added to give neat appearance. Attractions impossible to be in operating shape on April 30 are being urged to complete front part of construction first. In several instances front sec-

(See FAIR BEAUTIFYING opposite page)

Bardell Replaces Pach

NEW YORK, April 22.—Roland Bardell, concession department exec in charge of restaurants, this week replaced G. Vincent Pach as a member of the recently appointed Amusement Control Committee, chief expediting unit in the entertainment administration division of the fair. Bardell joins Jay Downer and Paul Massman in committee work, with Frank D. Shean, W. S. McHenry and Al Gonsior continuing as committee's working personnel.

Pach will confine his efforts to treasury department, in which he has been active for more than a year. No reason was given by fair administration for change.

Lynch, Purcell Arrive For Tire Exhib Tests

NEW YORK, April 22.—Jimmie Lynch, head of the Death Dodgers, and his general rep, Pat Purcell, set up permanent quarters in town this week to ready the

(See LYNCH, PURCELL opposite page)

Jessel Show After Record

NEW YORK, April 22.—Tentative opening date for George Jessel's Old New York has been set for May 8. Should project be completed by that time it will set a speed record for construction of a major village-type attraction at a world's fair or exposition.

Above-ground construction was launched April 18 under the experienced direction of Manager Almon R. Shaffer with the close co-operation of the fair's own Amusement Control Committee. Shaffer and members of the ACC are veteran expo men, well known for their ability to overcome overwhelming obstacles and apparently able to get things done in a hurry.

CA and Expo Board Appear In a Deadlock

SAN FRANCISCO, April 22.—Exposition management's attitude relative to future policy has the Concessioners' Association baffled. Except for generalized admission that a managerial shake-up is possible and that the exposition would spend more money if it had it, concessioners declare they have been unable to learn anything definite. For several weeks concessioners have met with Chief Director Harris Connick and members of the board of management to iron out numerous minor and major annoyances to those who have invested money in the fair.

Each time, concessioners claim, certain promises were made, including new pavements, better placing of lights, more advantageous placing of shows and other changes which would help the showmen. Such promises have not been kept, it is charged. On the other hand, fair executives explain they are doing the best they can with financial means at their disposal. Officials insist that the expo will pay off insofar as investors, both commercial and exhibitors, and concessioners are concerned.

\$1,300,000 in Six Weeks

Department of concessions reports that concessioners, including shows, rides and caterers, took in \$1,300,000 in the first six weeks, with most operators making the nut. Industrial exhibitors, it was stated, will have been paid in full if 20,000,000 persons visit the fair. Records show an average of more than 35,000 paid admissions daily from February 20 to April

(See CA AND EXPO opposite page)

Broadcast Barrier Let Down for Week

SAN FRANCISCO, April 22.—Musicians' union, radio and expo management are proceeding with negotiations to straighten out difficulties involving broadcasts from the exposition. Union let down barriers on Monday during observance of Radio Open House week, when nearly 100 programs were spotted over networks and indies from Treasure Island.

Dispute with musicians revolves around \$3 casual rate plus broadcasting minimum for studio orchestras playing at the expo. Union waived its demands for more money, expo agreeing to pay freight on the heavy instruments from the mainland and extending allowance of 20 cents ferry tariff to musicians working expo engagements.

Stations are paying line haul of \$160 monthly. Future policy of broadcasts from the fair will be determined next week.

Bay Ferries Lose and Win

SAN FRANCISCO, April 22.—In its first six weeks Key System's Treasure Island operations showed net loss of \$19,866. Report revealed a substantial profit on operations between San Francisco and the Island but losses on East Bay and Exposition train operations. West Bay operations showed profit of \$51,868, East Bay operations loss of \$26,230 and train operations loss of \$45,438. Report stated ferries carried 1,957,121 passengers between San Francisco and the Island and 388,540 between East Bay and the fair.

Paid Attendance

Previously reported	1,942,703
Thursday, April 13	17,186
Friday, April 14	22,568
Saturday, April 15	46,827
Sunday, April 16	57,864
Monday, April 17	14,502
Tuesday, April 18	17,291
Wednesday, April 19	17,939
Total	2,136,880

Smith Also Quits Concessions Post

SAN FRANCISCO, April 22.—Mel Smith, who succeeded Frederick Weddleton as director of concessions at the exposition, resigned on Tuesday.

His letter of resignation read, in part: "Please accept my resignation due to the fact that I cannot become a yes man. I have a great interest in the exposition but find that a showman is somewhat misplaced in the exposition organization." Letter was addressed to Milton H. Esberg, chairman of the concessions committee.

Smith charged promises made to concessioners were not carried out, adding, "I'm a showman and I'll be a showman after the exposition is history. So I quit." Weddleton resigned under similar circumstances.

Shortly after Smith's resignation became known concessioners on the Gayway began circulation of a petition demanding his reinstatement. Petition was signed by 70 per cent of concessioners, it was said. Chief Director Harris Connick said "there were other people who must be consulted" before Smith's successor could be appointed.

Doll Show for Kids' Village

SAN FRANCISCO, April 22.—A \$50,000 doll exhibit will be an attraction in the Children's Village at the exposition. According to H. A. DeVaux, it comprises the collection of Mrs. Hazel Johns, San Jose, Calif., and contains more than 250 dolls, each fully clothed in costumes costing as much as \$75 apiece. Village is now operating with a Ferris Wheel, pony ride and midget autos for kids.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, April 22.—It is reported that gross takings of concessions at the exposition from February to March 31 amounted to \$800,000, possibly a little more than less. I was much surprised to learn that the top money concession during this period was the Chinese Village. Next in order were Sally Rand's Nude Ranch, Cavalcade of the Golden West, Ripley's Believe It or Not, Greenwich Village, Roller Coaster, Life Show, shooting galleries, Auto Scooters and Baby Incubators. As a one-admission attraction, Sally Rand's is way in the lead. The villages have many ways of taking money which go to make up their big grosses. During this seven-week period Sally grossed better than \$44,000 and played to more than 175,000 customers, which only goes to show that if you have what the people want they will buy it.

Fifty-six years continuously in show business, Barry Gray, for the last seven years with Dufour & Rogers Life show, celebrated another anniversary of his birth, receiving many gifts from all over America as well as congratulatory wires and letters.

W. F. (Bo) Calicott, vet trouper, has been engaged to extol merits of the new Cameron restaurant on the Gayway. Murray Lorber, champ candy salesman, is here and may be with one of the Gayway attractions. Port of Stockton, night club ship anchored in the bay behind the federal building, looks as tho it is in a tough spot. Operators have not as yet decided

Additional World's Fair News

Suit Threat Ends NBC's Screwballs	Page 7
World's Fair Radio Staff Set, Etc.	7
RCA Dedication Reception Impresses	6
Await W. F. Hit Numbers	64
Frank Wirth Acts in WF Villages	45

on a policy. Roy Gardner, former Alcazarian and recently operator of a Crime-Does-Not-Pay show in Greenwich Village, was seriously injured in an auto accident while en route from Los Angeles and will be in the hospital a couple of weeks at least, after which he will reopen his show on Treasure Island. Frank Castle, brother of the veteran, Johnny, and his brother-in-law, F. W. A. Vesper, both of St. Louis, paid John a surprise visit on April 16. John had not seen them in a number of years, so a lot of dough was cut up over a sumptuous dinner in one of the swanky Island clubs.

Up to and including March 31 paid admissions to the fair totaled 1,455,188. During this period paid admissions to Gayway attractions were 1,509,310, not including attractions of the Gayway such as *Folies Bergere*, restaurants, transportation, small-selling concessions, etc. Sally Rand's show during this time played to 177,734. All this proves that the amusement zone of a world's fair is of considerable importance.

One of the novel businesses on Treasure Island is that of the foot relief stands, where one with tired dogs can have them refreshed for a nominal sum. The stands are becoming more popular every day as visitors get better acquainted with them. Julian Harvey's Old Southern Candy Factory is under management of Dudley Stecknest, assisted by Marjorie Lovelace, Celeste Vaughn, Dorothy Winston, Jean Holmes, Estelle Quilici, Ann Caldwell and Edna Ralston. Rudy Illions, in town for a few days from Long Beach, said things at the beach are very good and he is looking forward to a fine season. Some triumvirate—Eddie Brown, Sam Miller and Louis Shenson—all working tooth and nail to make a success of the hamburgers, hot dogs and peanuts concessions. As over 100 stands over the grounds make up this concession, it keeps the boys busy. New Cameron restaurant on the Gayway, which is to cater to show people, has been named the Cookhouse. This much-needed eating place opened auspiciously on April 14 and should do profitable business with George Haley as general manager. A new turn-over ride has been installed opposite the Giant Crane.

It is said the ferry slips at the east end of the Gayway will be abandoned. Ferry boats from San Francisco and Oakland will all land at the same slips on the west side of the Island. New Hole-In-One golf course being laid out near the Coliseum should be ready in about two weeks. Prizes of varied value will be distributed to those skillful enough to make the necessary number of points. Musée Mécanique is on its last legs. This beautiful and meritorious attraction did not seem to catch on, so it is probable that the building will be used for another attraction with more mass appeal. To my mind, the best concession is the Bank of America in one of the most flashy buildings on the Island, in a strategic location and with absolutely no competition, and under skillful management of Director Currie there is no chance of failure. Walgreen's rolling chairs have taken the popular fancy and business is always good with these comfortable vehicles. Lexal's Horoscope stands are doing uniformly good business. Best spot he has is next to Claude Bell's Sand Sculpturing outfit at entrance of the Gayway.

Day Dreams, one of the nifty little girl shows of the Gayway, has been embellished with an entirely new front, the change made necessary by the establishing of the Miss America show next door. Rod Seckel, owner of Day Dreams, matched Miss America as near as he could, so he feels that he has a better chance to compete. Incubator Babies' front is being refurbished. Hundreds of feet of neon have been installed, pictures of babies have been painted all over and a new canopy has been added. Children's Playground is fast taking on the aspect of a thriving Kiddleland. New buildings for attractions are rising almost overnight and in the next week or two this very necessary attraction should be complete and taking in the shekels. All hamburger and hot dog stands are being repainted in cheerful colors. A number of new games has been added to the string on the Gayway. The rolldown, which has been closed, has been reopened, operating in a way more satisfactory to the fair management.

Al Vollman's Cavalcade did fine business in pre-Easter week, during which attendance was kind of "world's fairy." From the gross of this week it looks as though all this show needs to be a positive winner in attendance thru the front gates. Television City has a force of carpenters

at work and the way buildings are going up it should have its premiere shortly. Jack Hunter, general manager, said all major concessions have been sold. Mise En Boite, one of the French carousels that has had so much trouble getting a okeh from the front, has fixed things up and should be open by the time this is read. Stutz Bros.' Dancers of the World show is still having trouble about the aftershow. After an inspection recently by the powers-that-be they again refused to okeh it. It is a question whether this attraction can survive on the 10-cent front admission being charged.

LYNCH, PURCELL

(Continued from opposite page) Lynch automotive-tire testing attraction, focal point of the B. F. Goodrich Co. exhibit.

Grand stand and oval are about finished and Purcell laid out the publicity campaign in concert with the ad agency. He also huddled with WF Press Chief Perley Boone on p. a. matters. Lynch and his lieutenant are accompanied here by their wives.

CA AND EXPO

(Continued from opposite page) 14. Daily average attendance at the 1915 fair was 45,580.

Major Lennox R. Lohr, president of the National Broadcasting Co., is being mentioned as the man to take over management of the expo. He was general manager of Chicago's A Century of Progress. His name has been linked to the job several times since his visit here over a month ago.

Gayway showmen believe the only cure for the expo is a bigger gate, which can be boosted only by a more interesting amusement sector, by giving cash customers plenty of the kind of free entertainment they want, by plenty of special events, by combination tickets that give purchasers a lot for a little, by catering especially to kids on many special days, by giving away of free samples and by the use of name bands.

Row About Loud-Speakers

Rumors that some concessioners and exhibitors had taken out insurance against hazard of the fair closing were discounted during the week by agents for Lloyds, of London, who said that no such insurance had been applied for. It was announced, however, that several policies had been written prior to opening at 2 per cent rate against loss if the scheduled opening were delayed.

Alexander McLundie, principal stockholder in Scottish Villages, Ltd., has arrived to take over management of the Scottish Village, relieving William Russell, resigned. S. L. Cronin, last season manager of the Tim McCoy Wild West and former manager of the Al G. Barnes Circus, visited showmen along the Gayway.

Expo has ordered a clean-up on loud-speakers, with a threat that they will be thrown out unless toned down. Henry Laverne, formerly with Minsky in Miami, Fla., has a dancing 10-center in Greenwich Village, which has added another 7,000 square feet to its original 28,000, making it the largest on the Gayway.

Ripley's Odditorium is grabbing most of the repeaters because of Manager Frank Zambreno's policy of frequently bringing in new acts. Leo Singer is making another stab at it with reopening of his Midget Village.

B. ROSE VS.

(Continued from opposite page) suit-clad girls around in a beauty contest.

First argument that Perley Boone, publicity director of the fair, gave to Rose was that the workmen would be busy on the stage until May 3 and therefore the stadium would be unavailable for that purpose. Later Boone is understood to have been acting on the complaints of a religious group who have been objecting generally to the fair being open at all on Sundays. Several months ago another group sent a petition to Grover Whalen asking that the grounds be closed Sundays, but it was just ignored by the fair management.

Rose's attempts to reach fair officials to have the ban lifted were unavailing, as Whalen was reported to be out sick and no one else has the authority to erase the order. Included among the "sinners" who were to act as judges in the contest were New York's top-notch feature writers and columnists. The winner of the contest was to receive a \$100-a-week contract to appear at Rose's Amphitheater for the duration of the fair.

RUSH FOR DEBUT

(Continued from opposite page) mairning optimistic in the face of seemingly overwhelming odds.

Besides construction rush, which is paramount in interest at present, concessioners are faced with additional headaches, these being chiefly booking and assembling of talent, negotiations with theatrical unions seeking contracts for their members and excessively high insurance rates. Whether these can be ironed out by April 30 remains a question.

FAIR BEAUTIFYING

(Continued from opposite page) tions of village-type shows will be operating while construction continues behind the scenes.

All trucks and equipment are ordered off midway by Tuesday a.m., with paving and installation of lighting fixtures scheduled to begin at that time.

Amusement control committee and concession department continue to negotiate new contracts as opening day approaches, several new acquisitions being consummated this week.

FRANK BUCK is virtually set to operate a "Southern Plantation" village-type show in a section of Plot AJ 1. Project will be adjacent to his nearly completed Jungleland and will feature Deep South entertainment, popular-priced restaurant, etc. Is fully financed by Buck and will probably be in operation by May 15.

T. A. WOLFE arrived from the Golden Gate Expo in time to sign a glass-blowing show similar to venture he is operating at San Francisco. Will occupy AA 7, plot originally planned for Penguin Island which moved further down the midway recently.

GEORGE A. HAMID and M. S. Billingsley signed for a Hopi Indian village in Children's World. SAM E. STONE will operate 10 peeler stands thruout grounds and has souvenirs and novelties in Morris Gest's Little Miracle Town. HYLEA MAYNES, thru Harry Illions, will install a Waterbug ride.

N. Y. POST entered the concession picture this week and will operate personalized front-page gag item for two-bits a crack.

Tin Pan Alley, the Gerald Griffin cafe-show project, once announced as signed, joined the cancellation list late this week, tho negotiations may be resumed after the fair opens.

Music Corp. of America, which has approached the fair from time to time with ideas that never materialized, tried again, this time for a theater-type show featuring name bands and novelty talent. Deal fell thru when Jules Stein, MCA prexy, demanded that fair finance project up to 50 per cent. Amusement control committee nixed the idea in a hurry, feeling that well-moneyed MCA should carry the project itself.

Several applications for Ferris Wheels were rejected this week.

FLUSHING FRONT

(Continued from opposite page) mer. Almon R. Shaffer is executive director. Alex Yokel and Dick Owen p. a.-ing.

Merrill England Village — Opening streamlined Shakespeare opus not yet chosen, but these are in the lead: *Midsummer Night's Dream*, *Taming of the Shrew* and *As You Like It*, says Operator John T. Schless. Company being directed by Margaret Webster.

More Dramatic Stuff—*Adelante*, Federal Theater Project dance production starring Helen Tamiris and Bill Matons, opened at Daly's Theater Thursday for two-week run prior to WF appearance. Runs 60 mins.

Newspaper Stuff — More than 500 members of American Newspaper Publishers' Association and the AP will preview WF Tuesday, when dedication of Freedom of the Press statue will be held. About 150 members of American Society of Newspaper Editors down for visit today. Fourth Estaters will look-see Perisphere show and will attend demonstration of glass blowing in Glass Center. Which reminds us that Tom Wolfe is set for a glass-blowing conchesh near the subway.

Pyrotechnic Stuff — Fountain Lake fireworks in amusement area set to go off at 11:15 p.m. Fifteen barges constructed for demonstration. "Water-skilling" fancy for aquaplane riding, by Maggy Peteller, of France, whodidit at the Paris expo in '37. She's here with a

MIGHTY MAITLAND SHOWS

WANT Merry-Go-Round, Ferris Wheel, Plant Show, Ten-in-One, Girls for Girl Show, Concessions, Free Act of merit. Mt. Jackson, Va. week May 1; Lantz Mills, week May 8; Elkton Bridge Celebration, May 15 to 20. Other good ones to follow. C. A. MAITLAND, Manager.

Sunset Amusement Co.

Want on account of disappointment. Minstrel Show. We have the equipment. Want Electrician. Prefer one with Concessions. Legitimate Concessions open. Address 22 N. 3d St., Kokuk, Ia.; Centerville, Ia., next week.

READING'S SHOWS

NOTICE—Change of Dates—NOTICE All people contracted with this show get in touch with me at once. May open April 29. Want American Palistry, Ball Games, Diggers, 10c Grand Concessions, Portland, Tenn., Strawberry Festival, starts May 8. W. J. WILLIAMS, 802 Joseph, Nashville, Tenn.

troupe, top trick being 85-foot jumps while carrying blazing torches. At 2 a.m. another fountain and music display will be staged to close the opening day's pyro schedule. Other fireworks show in Lagoon of Nations. Moguls who prepared the layout for the season are Bassett Jones, illuminating engineer and consultant to fair's Board of Design; Jean Labatut, professor of architecture, Princeton University; Russell Bennett, composer prepping the score; A. K. Morgan, C. W. Nickerson, John Lawrence; Howard L. Cooper, hydraulic engineer, and T. F. Bludworth, consultant on sound reproduction.

Bombshell hit the midway when it became known that Children's World, one of the very first plots to be peddled, might not be prepared to open in its entirety. Project has been prepping for more than a year.

J. W. Shillan's Meteor Speedway—Invented by Norman Bartlett. Wooden bowl 18 feet high and 40 feet in diameter with five-ton electrically powered cars. Spectators to ride an escalator to auditorium for a 10-cent tab. Train of cars careers the snake-like course led by Marjorie Dare, British Wall of Deather. Capacity is 14 people at 15 cents extra.

La grippe struck the top man this week, President Whalen being confined to his home for several days. He conducted business from his bed, via the telephone and staff visits. Rain insurance for opening day has been definitely discarded, officials deciding to gamble on fair weather. Will save \$116.25 on each \$1,000 coverage against rain. American Society for the Prevention of Cruelty to Animals (ASPCA to you) commends the fair in its annual report for decision not to permit bullfighting within the grounds. Cuban Village tried to run an authentic event, but has substituted a burlesqued version instead.

Nearly all of the railroad exhibits are on the site, revealing actual trains ranging from the modern Coronation Scot to a flimsy Union-Pacific job of a hundred years ago. Official guides, young, handsome chaps, began extensive military and orientation schooling last week. Seventy-five of 'em, plus two dozen college-bred girls. Fair officials report that the advance ticket sale, which ended today (22), went over its \$3,000,000 goal.

Probably the largest and most comprehensive, not to say concerted landscaping project ever attempted is currently in progress on the fairgrounds. Just about wherever a visitor turns he sees flowers, grass, shrubbery and even large trees being put into rich earth transported from fertile sections of Long Island. A few weeks ago the grounds were devoid of green-stuff—today it's a veritable garden.

Reliable sources reveal that approximately 43 amusement attractions (about 65 per cent of entire midway) will be ready to operate opening day. Of the 43, 22 were operated by the Amusement Control Committee since its entry into the administration picture six weeks ago.

A small-time thing, this fair. A census taken this week disclosed that 16,000 workers were engaged in prepping the event, demanding a weekly pay roll in the neighborhood of \$900,000. A working force of 25,000 is expected next week, as final rush on construction, assembling of exhibits, etc., reaches a climax.

Daily nut for Edward (*Wings of a Century*) Hungerford's "Railroads on Parade" will be \$2,500. Bob Alton is staging dance routines for Billy Rose's Aquacade.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

FIGURES

The man who invented the saying that figures can't lie should be crowned the prince of liars. Modern methods of propaganda have shown that figures can be made to prove most anything.

Economic experts are busy at handing out statistics that get to be very confusing if they are collected and compared. It's no wonder that the man in the street never knows just which way the country is going. Efficient statistical organizations at a price can furnish "facts and figures" to support any theory, or that will condemn any party or theory. The figures can be had to order.

Statistics, unfortunately, are on the way to getting a bad reputation since they have become so important a part of modern propaganda. Newspapers are the purveyors of these statistics to the masses of the people and it is unfortunate that such statistics are beginning to become tainted. The masses of the people would like to retain a simple faith in facts and figures as such. Perhaps newspapers could do much to prevent the loss of faith in statistics by carefully distinguishing the sources and the purposes back of figures given out to the public.

The coin machine industry itself has been subjected to a lot of exaggerated figures. For the purpose of injuring the industry figures have been exaggerated about the earnings of machines and even the number of machines.

A simple illustration may be taken from a large newspaper in the Midwest. A reporter went out to find just how much pinball games in the city earned during the course of a year. Somebody told him that a game earned \$8 to \$10 per day; someone else estimated that there must be 14,000 games on location in the city. Then it was a simple matter to calculate that pinball games must be taking in \$40,000,000 to \$50,000,000 a year in the city. Even in this day when we are accustomed to talking in billions that is a lot of money. When compared with the total retail trade in the city for one year the outlandish exaggeration in the figures could easily be seen.

That is an illustration of a very simple and yet very effective way of exaggerating figures to distort the truth. Newspapers can be pardoned for using such exaggerations about pinball games since newspapers must supply sensation to their readers—because the readers want it. Newspapers ought to be good enough sports, however, to recognize that a big percentage of the people also like to play coin-operated amusement games.

But if the coin machine industry thinks that it is the only victim of "facts and figures" shuffled for a purpose, then the modern fad of quoting statistics ought to be studied more carefully.

Reliable facts and figures are necessary if people are to think straight, and there is no intention here of poking fun at those reliable and impartial organizations and experts that try to discover facts. But there is such a vast array of figures in our current reading matter, shuffled for propaganda pur-

poses, that it is about to cast a reflection on the reliability of all statistics.

There is the common question of "who owns America?" and facts and figures have been quoted to show that 2 per cent of the people own the country. Here is an entire column in a big newspaper quoting facts and figures to prove that 2 per cent of the people do not own America—but that the millions of stockholders own it.

That is a case apparently where figures can't be made to tell the whole truth, so both sides can be pardoned. If 2 per cent of the people do own so much wealth in their own name it is impossible to make figures show how much power, how much control, how much manipulation goes with their wealth. Also, it is impossible to make figures show how little power goes with one or a few shares of stock in a great corporation.

Here is a full-page advertisement appearing in newspapers over the country. It is warning the consumer that 20 cents of every dollar he spends goes for hidden taxes. Perhaps some of the biggest lies now being told in figures are about taxes.

It is strange that business would be using the same tactics that radicals use to fight capitalism. The radical points out that so many cents of every dollar goes to support executives and bosses, so much goes to sales costs, advertising costs, so much to profits, overhead and so on. It would be much better in the long run for business just to let the good old dollar alone rather than to be pointing out too much just where the dollar goes.

In fact, if you want to see how silly statistics can be some time, add up all the cents that are supposed to be in a dollar, based on the statistics of what goes to taxes, overhead, mark-up, selling costs, advertising, freight, profit, wages, salaries, etc., and you will find that the dollar would have to be made up of about 200 pennies to cover the bill. I think it was Bernarr Macfadden, in *Liberty* magazine, who once gave out an editorial on the fact that 85 cents of every business dollar goes to wages. This may be true as far as it goes, but it isn't even half the truth and hence must be classed as abuse of statistics.

Here is the National Industrial Conference Board giving out statistics to show that only 64 cents of the government's pump-priming dollar has really produced an increase in national income. But equally expert statisticians show that this figure is deliberately false because it is admitted that an unfair comparison was made between different years. In other words, it would be very difficult for an honest citizen to know when, where or how he could get reliable figures on what he gets for his money.

It now appears that just as the coin machine industry has been subjected to exaggerated figures of its business and earnings, so the whole country is being subjected to "facts and figures" to prove this and that—and who can tell what the end will be? Probably the best rule is to take all figures with a big grain of salt.

Phono Showing In New Jersey

ELIZABETH, N. J., April 22.—National Vending Co., distributor for the Rock-Ola Luxury Lightup phonographs, drew one of the biggest crowds this State has known for the showing of the Rock-Ola models at the Elizabeth-Carteret Hotel recently. Mayor Kirk of Elizabeth officially opened the party.

Getting off to an early noon start on Saturday, the operators continued to flow in and out of the special suite arranged for the showing until the early hours of the following morning.

Dave Stern, Harry Wichansky, Tom Burke, Sam Wichansky and Fred Pray with Sam Mendelson showed the many features of the Rock-Ola phonographs to those attending the affair. Invitations had been sent out by telegram a few days prior to the showing and the result was to bring operators from as far away as Atlantic City.

Dave Stern stated: "We can only thank the 200 music men who attended our grand showing for their fine words of praise regarding the Luxury Lightup Rock-Olas. We appreciate the attendance, for it definitely proves that the ops are in agreement with us regarding the fineness of the Luxury Lightup Rock-Olas."

"Our new showrooms and offices at 409 N. Broad street in Elizabeth were especially created for the new Rock-Ola phono. Everyone who attended our party and called at our showrooms during the day agreed that we have the most complete arrangement for the finest service to phono operators in the State."

Open House Held For Entire Week

NEW YORK, April 22.—To celebrate the unveiling of the new Seeburg automatic phonographs, Sam Kressburg, of the East Coast Phonograph Distributors, held open house all this past week at the offices of the firm here. "Operators came from far and wide to see for themselves the wonders of this new instrument," Kressburg reported.

Marty Lemonoff, sales manager of the firm, stated that operators came and went thruout the week, some returning two and three times. "In addition to viewing and hearing the new phonos," he said, "all the ops had a great time. Sam Kressburg was busy every day 'shooting' the boys with his candid camera. Our rathskeller in the basement

was thronged with leading phono ops all day long. Not only did we entertain all our old friends in the business, but many whom we had never met before dropped in."

"We had three new Seeburgs on display," Kressburg concluded. "Two were large de luxe models, while the third was a smaller model. For color, flash and true tonal reproduction ops are going to have to look a long time to find the equal of this machine."

Detroit

DETROIT, April 22.—Paul Scott, veteran operator with the Scott Sales Co., has been in poor health for several months. Friends in the industry are looking forward to welcoming him back into more active operation soon.

Archie Brown, who now covers the entire Detroit district for Mills Novelty Co., has established headquarters on Birwood avenue. Brown is familiar to Detroit operators, having been in the territory here some two years, covering part of the territory before for Mills. He reports the outlook for the vending machine field very good in his section.

Henry J. Harks, who has been district manager for the Mills Novelty Co. for some time here, has been transferred to the Cleveland territory.

Robert J. Heineman, downtown operator, is planning to open a machine shop on Selden avenue. He is specializing in scales at present, and reports good business with the Watling Tom Thumb models.

William E. Bolton, the Romulus, Mich., music operator, was busy buying more machines for his suburban routes this week.

G. A. Gustafson and Frank Noble are both expanding their routes of Wurlitzers again.

Leonard H. Whyard, Royal Oak (Mich.) operator, is enlarging his route with the purchase of more phonographs.

Al Shifrin, manager of the Detroit Coin Machine Exchange, returned recently from Chicago, where he had been on a buying trip. He reports the market so good, especially in the field of used machines, that it is almost impossible to meet the demand, and good machines are very hard to buy at present—indicating a possibility of business upturn in the pin game industry.

Kansas City

KANSAS CITY, Mo., April 22.—B. T. Warwick, manager of the Western Specialty Co., which handles Seeburg automatic phonographs for the Kaycee district, reports a pick-up in business during the last month. The Lenten season seemed to cause no letdown in receipts in his spots. Last week Warwick placed machines in Jackson, Wyandotte, Johnson and Lafayette counties, which include both Missouri and Kansas.

The record *Hold Tight*, by the Andrews Sisters, is getting a big play on the coin machines, while *How Long, How Long Blues*, by Count Basie, is knocking over the straight customers.

Palmer Myers, truck driver and placer for the Automatic Music Co., plans to leave Kaycee May 1 for a two weeks' vacation trip, during which he plans to take in the New York World's Fair.

Bennett Steadham, representative and salesman for the Mills Novelty Co., is now in a hospital at Excelsior Springs, Mo., where he is preparing to undergo an operation for gallstones.

The Automatic Music Co. reports the record receiving the best play on its machines to be *Beer Barrel Polka*. Most all the polka records go over good here, where Southern European nationalities predominate.

OPERATORS REPORTING DOUBLED EARNINGS

from Keeney's new '39 SUPER-TRACK TIME

New "Odd" or "Even" feature and 9-Coin Head jump Track Time collections by 200%

Everyone will acknowledge Keeney's Track Time unequalled for high earning power, long life on location and high resale value.

Now comes a new '39 Super-Track Time, and operators are finding that its new "Odd" or "Even" play feature on the new 9-coin selective chute produces two and three times the earnings as secured from earlier models of this famous console game.

New "Odd" or "Even" Feature

As the picture of the coin head shows, the player may now also play "Even" or "Odd" in addition to his selected Number plays, with the possibility of securing two winners for a total top award of \$9.

For example: if a player plays 5 and "Odd," and a 5 should come up on Track 1 dial with a 3 or some other odd number on the other two dials, he would win on the 5 and also on "Odd."

The same applies if he played 4 and "Even," and 4 came up on Track 1 dial with even numbers on the other 2 dials.

It is not necessary that a Number be played to secure a winner on "Even" or "Odd" plays, or that "Even" or "Odd" be played to collect on a Number.

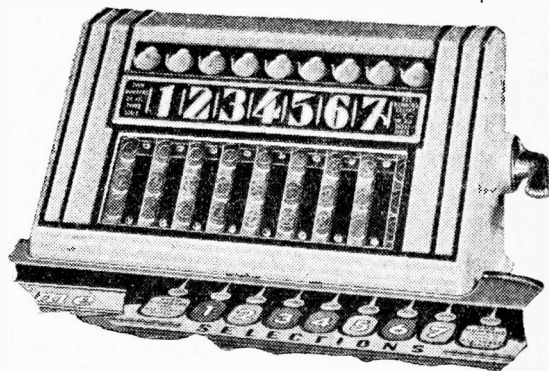
4 Sets of ODDS

An additional set of odds for Even or Odd winners appears on the odds dial

with the 3 sets of odds for winning Numbers. Even or Odd odds run from 4-to-1 up to 40-to-1, and Numbers odds from 2-to-1 up to 140-to-1.

3 Different Models

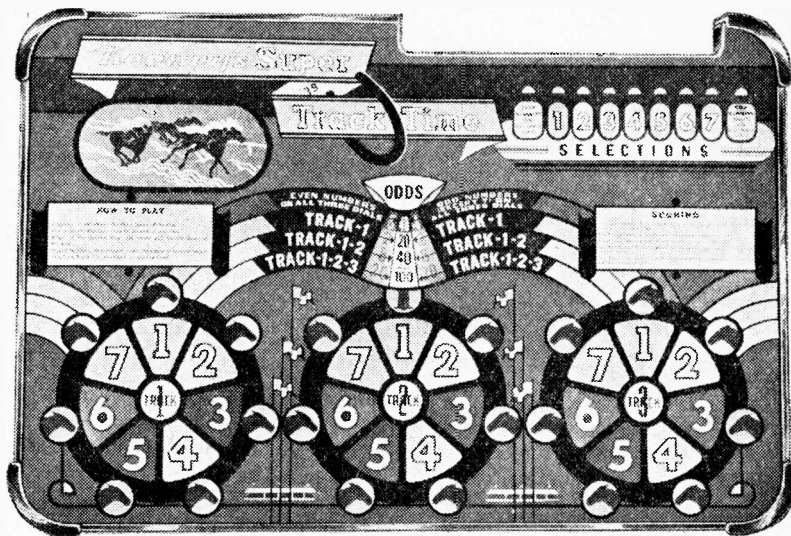
Keeney's Super-Track Time can be had in the regular cash payout (or check



Showing the new, 9-Coin Head incorporated in the '39 Super-Track Time

separator) model, also in Skiltime or Remote Control models.

Locations, familiar with the high earnings and mechanical perfection of earlier Track Times, are insisting operators give them this new Super-Model. It is therefore advisable that operators comply with location demands if they wish to hold their Track Time spots.



Top Glass of Super-Track Time (Note 4 sets of odds on Odds Dial)

Descriptive circular and prices may be had from—

J. H. KEENEY & COMPANY, Not Inc., 2001 Calumet Ave., Chicago. Originators of Track Time, Pastime, Triple Entry and other successes in console games.

LOVE

is one of the basic human emotions. So is vanity, which keeps people of all ages, sexes, creeds and colors constant PHOTOMATIC customers. Wise up! . . .

INVESTIGATE

International Mutoscope Reel Co., Inc.
518 West 34th St., New York

GET KIRK'S GUESSER-SCALE

(PENNY BACK IF YOU ARE RIGHT)

with the "WATCH YOUR HEART BEAT" feature

GREATEST MONEY MAKER EVER BUILT

C.R. KIRK & CO.
2626 W. WASHINGTON BOULEVARD
CHICAGO, ILLINOIS

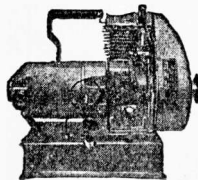
ALL MECHANICAL OPERATION

110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.

Furnish standard 110 AC, 60 Cycles, for operating coin-operated music machines, motion picture, AC radios, electric organs, pin-ball games, etc.
Complete 350 Watt, 110 AC Light Plant—List. . . . \$ 89.00
Complete 550 Watt, 110 AC Light Plant—List. . . . 130.00
350 Watt Kato Rotary Converter—List. . . . 61.50

KATOLIGHTO, Mankato, Minnesota, U.S.A.



FLASH-IT'S HERE! HAMILTON'S Sensational New COMBINATION 3WAY VENDOR

GUM
CANDY
NUTS

MICKEY MOUSE AND HIS PALS



Instantly adjustable to vend gum, candy or nuts—this new dispenser offers new money-making opportunity to distributors and operators alike. It combines outstanding exclusive features of mechanical ingenuity with amazing sales appeal and service-free performance.

A Marvelous Mechanism

The result of 15-months' refinement and field tests, this new Hamilton product is in a class by itself. Trouble free. Ingenious—it assures complete safety to the public. This amazing mechanism "delivers the goods" with scientific precision and protection.

New Electrifying Beauty

Here at last is a merchandise dispenser that is strong, durable, dependable—yet has commanding sales appeal because of its rich green porcelain enamel, and stainless steel beauty and its attractive colorful Mickey Mouse and His Pals parade.

The Leader of Quality for the Industry

These Lovable Disney Personalities

Winning—Lovable—the authentic characters of Mickey and Minnie Mouse, Donald Duck, Pluto the Pup, Elmer Elephant and all the other fanciful creations of Walt Disney's pen—have amazing sales appeal. The Mickey Mouse and His Pals Parade sells confections. Everyone wants the brand-new colorful charms we now offer as exclusive distributor.

RESPONSIBLE REPRESENTATIVES WANTED

It's now ready for delivery. Write or wire for full details and valuable franchise.

HAMILTON ENTERPRISES, Inc.
727-35 HOLMES ST., KANSAS CITY, MO.

EASTERN FLASHES

NEW YORK, April 22.—It's been a long time since we got such a big kick out of writing any flash as we do this one: Every jobber and distributor in the Big Town did an exceptionally brisk business this past week. What's more, this uptown is not a spasmodic spurt but bears all the earmarks of continuing indefinitely!

PARTY TIME . . .

ops have been caught in the midst of a social whirl here the past few weeks. Some of the boys have been receiving more invitations to parties and celebrations than a debutante. If the pace keeps up it won't be long before the boys will get to like the social life and turn into first-class social butterflies. Last week, for instance, three affairs were held. First one was the party tossed by Bally Mfg. Co. to introduce the Bally Beverage Vender at the General Motors Building offices of firm. Ray Maloney, Jim Buckley, Jack Fitzgibbons and Art Nyberg spent a busy week discussing the machine with ops from all over this area.

Next outstanding affair was the three-day festival at the Hotel New Yorker tossed by George Ponsler to introduce the new Mills 20-Selector automatic phono. Ops came from all parts of the city and its suburbs to view the machine, Ponsler said. On hand from Mills factory were Art Cooley, Frank Lardon and Larry Burnham. Jack Mitnick and George Ponsler were the perfect hosts. . . . The wind-up for the week was held Saturday at the Elizabeth-Cateret Hotel in Elizabeth, N. J., where Dave Stern, Tom Burke, Harry and Sam Wichansky, of National Vending Co., introduced the Rock-Ola Luxury Lightup phono to the ops. Party continued thru-out the day and night, and Fred Pray and Sam Mendelson, who represented the factory, were tremendously impressed with the showing. . . . As this is being written Sam Kressburg, of East Coast Phono Distribrs, is holding open house

for all ops wishing to view the new Seeburg model, and 'tis rumored that Rock-Ola has a big-time party scheduled for next week. . . . Some of the boys are beginning to wonder, 'tis rumored, when the parties will stop so they can get back to serious work.

JACK FITZGIBBONS . . .
is all pepped up about Spottem and Fifth Inning. "Both games are selling faster than we can bring them in," he says. "We've already taken a greater number of advance orders for both these Bally winners than for any games in the past."

AROUND THE TOWN . . .
Lou Seiger, manager of the Florida office of Modern Vending, returned to New York for a short stay (he claims for a cup of coffee). Lou will stop off at Atlantic City for a day or two on his way back south. He reported that Irving Sommers is in swell shape and will be back in the city in a week or two. . . . Clarence Adelberg, genial Stoner exec-

(Chubbie) Budin. . . . Tony Gasparro returned from his three months' sojourn in England. Quite a few of his friends were on hand to greet him when the Aquitania docked. . . . Smiling Lou Herman, the big op from Yonkers, was seen making the rounds of New York distribrs, leaving an order here and another there. . . . Mohawk Coin Machine Exchange is making a hosiery vending machine. Machine vends a pair of stockings (4 sizes to select from) for 75 cents. Machine has a 25-cent slot. Sidney Lipston, of above concern, designed the vender.

GEORGE PONSER . . .
is looking forward to some top business in the weeks ahead due to the three top games he has on hand that are clicking big with ops, namely, Chicago Coin's Topper, Daval's Box Score and Exhibit's Skyrocket.

NAT COHN . . .
ran up one big telephone bill this past week phoning to Chicago, San Francisco and other faraway spots. Nat was investigating something, he reports, "and the fastest way to get the info was via long distance, tho I was all set to hop a plane for San Francisco."

FROM THE MAILBAG . . .
Morris Hankin pens from Atlanta, "We guarantee everything we sell. Maybe that's why we've been getting so much repeat business." . . . J. A. McIlhenny (New England district manager for Wurlitzer) letters in from Boston, "When my family read the item in Eastern Flashes they wanted to know why I didn't tell you I had four children. They said I was afraid you would think I was an old codger." . . . From Birmingham, Ala., Max Hurvich writes, "From an export report we received we noticed that many automatic phonos were shipped to foreign countries last year." . . . "Thanks for the news of how Box Score clicked on first showing in New York," wires Al Douglas, of Daval. "We're following this with counter game called Step-Up. Now there're two money-makers from Daval for all New York ops."

BERT LANE . . .
reports demands for Genco's new game, Fair, plus the way ops are going for Mills' 1-2-3 Free Play game, have him stepping fast and furiously these days. "Ops are jamming our offices to look over these two games," he reports. "Fair boasts an exciting new play principle that makes it a natural. The 1-2-3 Free Play not only is clicking here but also thruout the Pennsy territory, where Harold Lawrence, our representative, is being hard put to fill all the orders he's receiving."

JOE CALCUTT . . .
scored a surprise with the biggest sale of many years for 1,500 of the best payouts and slots his firm has ever had. "Each machine is in perfect shape and being offered at sacrificial prices to make room for new equipment now en route to our factory," he states.

HERE AND THERE . . .
Mike Munves, just back from Chicago, reports "plenty of swell games on the way." Mike was also seen taking pics of that battery of Skill Jump games on location at the famous Schork & Schaffer Sports Palace. . . . Bill Alberg and

Charley Aronson are reported to be doing quite a job on that 616 phono grille of theirs. . . . Frank Dandio, of Wilfrank Music Co., reports, "Going ahead at top speed." . . . Harry Pearl, of Arrow Vending, Newark, trying all remedies to get rid of a bad cold. . . . Roy McGinnis and Eddie Ross coming up from Baltimore to see the Bally Beverage Vender and the new Mills phono. Both men optimistic about the future. . . . Dick Steinberg's Stirling Distributors basketball team won the Newark Industrial League Championship. . . . Irv Orenstein, Hercules, Newark, was symphony in green the other day. Green topcoat, green tweed suit, green bow tie and shirt. "I'm celebrating," Irv claimed.

RANDOM SHOTS . . .

Al P. Loudon does a real job on cleaning up machines. He's been in the coinbiz for years. . . . Leon Berman, who just sold his route of pins, will come back to the coinbiz, but this time in the phono field. . . . Harry Levinson clicks with that World's Fair tour puncherino. Harry made some real transportation and sight-seeing arrangements, including free admission to the World's Fair. . . . Harry Wichansky so proud of the National Point needles he carries around a pocketful to show phono ops. . . . Mayor Kirk of Elizabeth attended Rock-Ola Luxury Lightup party in Elizabeth. Budin is really stepping on the gas now that Gottlieb is sending quantities of Lot-of-Funs. Ops were getting him hot and bothered, but everything seems okeh now.

Max Munves (Uptown office) is the meeting place of the Bronx and upper city ops. The place is never quiet.

Philadelphia

PHILADELPHIA, April 22.—Great activity is noticed among jobbers and distributors with large shipments of games and merchandising machines coming into the city and being promptly shipped to operators.

The Rake Coin Machine Exchange is contemplating moving into larger quarters soon and is now completing arrangements to lease a store in the central-city section. The new place will be much larger than their present offices and will afford them greater display space for their large line of merchandising machines.

Cy Glickman, one of the best known operators in the city, opened his Atlantic City arcade during the past week.

Joe Ash, manager of the local Ponsler office, promises operators the best in service and co-operation now that he lives in Philly and can keep in constant touch with business. Incidentally, Joe is receiving congratulations on passing another milestone on April 23.

The front of the Lehigh Specialty Co. building will be reconstructed soon, Bill Gross stated, in an effort to build one of the most attractive showrooms in the entire East.

Mrs. Phil Frank, wife of the popular operator, celebrated a birthday on Monday, April 17.

The operating business has been so good with Artie Pockrass, well-known operator, that he bought a new auto this week. He also bought several new coin machines.

The K-C Vending Co. has established a new service for operators with the inauguration of a new outdoor repair service for operators. An expert repairman will be sent to service machines where the operator is unable to make repairs himself.

Steve Bonatsos, well-known operator, is expecting to become a father soon.

Roy Torr, one of the best known distributors in the country, expects the Silver King, merchandising vender with the special hammerloid finish, to become one of the best selling machines in his entire line. The hammerloid will not crack or peel, Torr asserts, and lengthens the life of the machine.

Philip Roth, son of the well-known operator, celebrated a birthday on April 18 with a party at home.

The Ace Sales Co., one of the largest coin-operating organizations in the city, moved its headquarters from 612 Spring Garden street to larger, more commodious quarters at Eighth and Spring Garden streets.



THE STAR SALES CO., Valdosta, Ga., is the pride and joy of V. Christopher (right) and M. Y. Blum (left); The above scene is of their well-stocked showroom.



DISTRIBUTORS WANTED

TRI-PUTT

9 ft. long overall
24 in. runway width
42 in. putting platform width

Actually improves the player's golf game. Interesting combinations for player competition.

WE ARE Southern Agents for Tri-Putt, the beautiful, play-provoking golf hit. Everybody plays it—women, men and children. The putting surface is of everlasting Grasstex material. The cabinet is a beautiful maple—it is a piece of furniture that will enhance any location. Shipping weight is approximately 300 pounds.

WE ARE Distributors for Exhibit Supply, O. D. Jennings, Chicago Coin, Bally, Genco and others. WE HAVE New and Used Pin Games, Slots, Phonographs, Scales, Bulk Venders, etc. Prices on request.

Special--15 New, Uncrated Wurlitzer Phonographs (600's) for Sale.

Special--Fifty (50) Mills Blue Fronts \$40 Each

ACE AMUSEMENT CO.

593 Linden Ave. Memphis, Tennessee

Minn. Welk, who is playing in the Club Casino for a week's engagement, welcomed the girls and played special request numbers during the evening for them.

San Francisco

SAN FRANCISCO, April 22.—The games business in San Francisco picked up momentum this week and left the phonograph trade trailing. Salesboards are steady and the candy and nut business has felt a sharp rise.

Lou Wolcher reveals that March proved to be his best month for games in the last three years and April has had a better showing thus far. Four new men have been added to his sales force. "Every other day new shipments of Contacts arrive, but the waiting list is still lengthy," he reports.

"Things couldn't be better for us," says Heine Grusenmeyer as he points to the empty spaces in his showrooms at the end of the day.

The front of the Jack R. Moore plant looked like the seventh inning at a ball game as operators stood outside watching the unloading of a carload of Bally's Fifth Inning the first part of the week. Orders for these games have also been placed weeks in advance, according to John Ruggiero, and enthusiasm is running high.

The new Bally Beverage Vender has been placed in the lobby of the Embassy Theater, operated by Wright and Ellis. With its partner, the Bally streamlined pop-corn vender, the Automat looks like a Bally demonstration.

Fred Jones and George Barnes of Vending Machine Headquarters are doing a landslide business in candy and nut machines, they declare. Their volume of business has tripled in the last two weeks, they estimate.

Charlie Tomlin, of Rex Novelty, has gotten up flying, and "thereby hangs a tale." For years he had wanted to fly his own plane. Since his digger machine territory is scattered up and down the State, he reasoned that he could fly between them.

So, without mentioning it to anyone, he hid himself to Arizona, where he took lessons, bought a plane, and flew home. When he sprang the news on his family and office force they weren't enthusiastic. Rex Novelty is such a closely knit organization that the boys convinced Tomlin that if anything happened to him the place would close up. And so, since they all thought that much of him and his welfare, he sold his plane and has gone back to his car.

Viking Specialty has enlarged its candy department by adding several new types of candy coated beans, raisins, small jelly beans, and nuts. Still most popular are the roasted salted almonds and Einar Wilslev has taken on his second large consignment this week. Candy-coated pistachios and cashews are in great demand.

South Carolina Proposes Games Fee for Revenue

COLUMBIA, S. C., April 22.—A revenue bill taxing amusements has been introduced in the Legislature. The proposal would tax pinball games, skating rinks, coin-operated billiard tables and bowling alleys. Representative F. M. Roddey, author of the bill, estimated that the bill would return about \$200,000 to the State treasury.

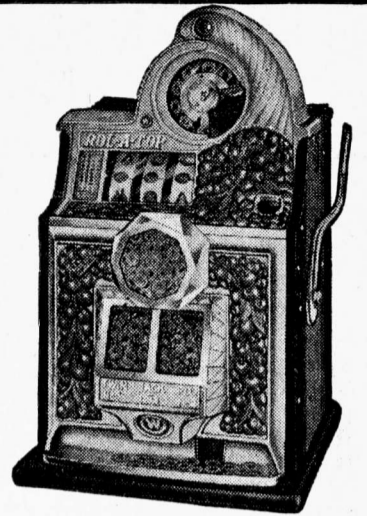
The annual amusement taxes affecting coin machines would be:

For pinball games and the like that require a deposit of less than 5 cents, \$2; 5 cents and less than 10 cents, \$10; 10 cents to 20 cents, \$15; over 20 cents, \$20.

For coin-operated music machines, \$10 and up.

Miniature pool tables would be assessed \$12.50 each; bowling alleys, \$15 each.

The measure emphasized that "the issuance of a license under the provisions of this act by the South Carolina tax commission shall not make lawful the operation of a gambling machine or device the operation of which is made unlawful under the laws of this State."



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

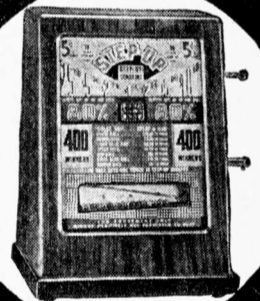
Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE," Chicago.

STEP-UP



PERPETUAL SALESBOARD COUNTER GAME!

Try this marvelous money-maker with these exclusive features:

- ★ Step-Up JACKPOT!
- ★ 3 Flashy Salesboard Fronts!
- ★ Solid Walnut Counter Game Cabinet!
- ★ Cheat Proof and Fool Proof!
- ★ Guaranteed mechanically Perfect by Daval!

PRICE \$27⁵⁰

PALMANTIER-KING SALES CO.

1107 W. Tuscarawas, Canton, O.

CLEARANCE SPECIALS

1000 Games at Half Price CONSOLES PAYOUT TABLES SLOT MACHINES PACES RACES

Stands

Will Trade for Novelties and Phonographs

Write-Wire-Phone

for prices at once 1/3 Deposit, Balance C. O. D.

SAM MAY & CO.

2011 Maryland, Baltimore, Md. 401 S. Main, San Antonio, Tex.

Fort Worth

FT. WORTH, Tex., April 22.—Operating business continues only fair in Ft. Worth at this writing. There is no local operators' association to help keep the local coin machine business running smoothly. It is now an individual game with every operator. There has not been a local meeting of all operators for almost two years. Now and then there is some talk regarding the creating of a local organization, but to date nothing has been done.

The Fortex Sales Co., formerly of 110 S. Jennings, has moved to larger quarters at 282 West 13th street. H. P. Downs is manager of this organization.

Western Products' little counter game Empire is reported to be taking hold in a swell way with local ops, as well as the Sanders Little Poker Face.

Arthur Flake, Dallas, was a visitor among operators the past week. Flake is now manufacturing a dice game called

Baby Bones, which is an attractive counter number.

Joe Sherburn, salesboard salesman supreme, reports heavy sales the past month.

Word reaches Ft. Worth to the effect that Sam May, San Antonio coin machine distributor, is receiving some nice business from North Texas area. He has an unusually attractive headquarters in the Alamo City.

Local ops are still feeling the effects of business stimulated by the heavy sales of spring wool clippings that have moved across the State from the great Southwest wool belt. Wool is becoming a major money item with the State of Texas.

Ft. Worth parking meter earnings keep mounting month after month. Since the completion of the new downtown paving parking meters have shown a noticeable increase in receipts.

Pop Newell, Wichita Falls, was seen making the row a few days ago. Being an old baseball manager, Pop drops down to Ft. Worth now and then to see a game.

Ft. Worth music ops were somewhat amazed when they learned that Bob Bolles had resigned as advertising manager for Wurlitzer and will open his own advertising agency in Buffalo.

Minneapolis

MINNEAPOLIS, April 22.—Charles Thour, well-known Twin City operator, who is the partner of Harold Battig, is seen about once again. Thour recently underwent a kidney operation, and was confined to the hospital for some time.

Monday evening, April 17, E. T. Christman, manager of the Brunswick and Vocallon branch at the Roycraft Co., in Minneapolis, with the help of Lawrence Welk, well-known Vocallon and radio artist, gave an informal banquet for the Twin City record girls at the Club Casino, Hotel St. Paul, St. Paul,


ARCADE BARGAINS

IN BEAUTIFUL CONDITION

- | | |
|---|---|
| Rock-Ola \$55.00 | Exhibit New Advice Fortune Machines |
| Chicago Roll-a-Score, 9 ft. 35.00 | Astro-Scope (Astrology) Machines, 10c play |
| Magic Roll 37.50 | Skill Jump |
| Bowlo Bump 37.50 | New 2-Ball 1c Miniature Ten Pin |
| Mutoscope Pokerinos 37.50 | Alley Novelty 5-Ball Machines |
| Knockout Fighters 40.00 | All Kinds of Athletic, Fortune, Picture Machines, Cranes and Diggers. |
| Tom Mix Rifles 65.00 | Write for Big New 1939 Illustrated Catalog. Just Off the Press—Best Selection of Arcade and Park Equipment. |
| Exhibit Ask-Me-Another Fortune Machines | |

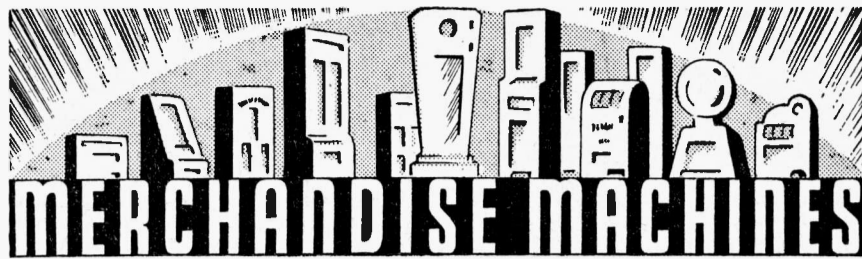
MIKE MUNVES CORP. 145 Park Row, NEW YORK CITY.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS



TOPPER

Manufactured by
VICTOR VENDING CORP.
4203 Fullerton Ave., Chicago, Ill.



Scale-Vender Combo a Hit

BROOKLYN, April 22.—“Since introducing our Combination Scale which gives the weight free with each purchase of a stick of Adams gum at 1 cent we have received many orders,” says Dave Robbins, president of D. Robbins & Co. “Customers,” he continued, “like to patronize stores where they receive the greatest value. That’s why our Combination Scale is going over in a big way. We sell this scale only to operators, and exclusive territory rights are now being allotted. We can make immediate delivery.”

popular,” declares Dave Robbins, of D. Robbins & Co. “We are now offering our new penny cigaret vender at a low price to operators.

“This machine has two columns, thus vending two different brands. It is equipped with a separate cash box, apart from the loading chamber, so that extra cigarets may be left with the location owner for refilling. The machine can be fastened to any wall or placed on the counter. It requires only seven inches of counter space. Immediate delivery is now being made on this excellent merchandiser.”

New 1939 Model “E” SELMOR

\$6.25 SAMPLE
(Cheaper in Quantities)

Vends all CANDIES, TOYS, BALL GUM, brings **BIGGER PROFITS!** New stylized design, chromium and baked enamel.



SLUG REJECTOR
Sample \$1.50
(Cheaper in Quantities)
Stops slug chiselers; easily installed. Fits SELMOR, Universal, Silver King, Columbus and other machines.

ASK US ABOUT EXTRA PORTION DEAL!
GREAT STATES MFG. CO.
Dept. E, 1601-09 E. 39th St., Kansas City, Mo.

S. C. Senate Ups Candy Tax

Offers One-Cent Cigaret Vender

BROOKLYN, April 22.—“There are a great many locations where a penny cigaret vending machine will prove highly

CHARLESTON, S. C., April 22.—A Senate sub-committee has recommended to the finance committee the House Revenue Bill No. 339, which would levy a tax of 20 per cent on candy retailing at 15 cents or less and 10 per cent on candy retailing at more than 15 cents per pound. The proposed measure also levies a tax on other products.

Cigarette Machine Closeouts

50	Goretta 6 Column Cigarette Machines	\$12.50
20	Stewart McGuire 4 Column Slugproof Cigarette Machines	12.50
7	Uneda-Pak 6 Column, Like New	35.00
20	Goretta 7 Column De Luxe With Cab. Base	19.50
Half Deposit—Balance C.O.D.		

CLEVELAND COIN MACHINE EXCHANGE.
2336-8 Prospect Ave., CLEVELAND, O.

the Interstate Cigaret Machine Co. Membership in the association has been transferred to Mr. Stearns. . . C. C. Kingsley, CMA member from Swampscott, Mass., has taken over the route of Albert Oulette, of Beverly, and A. S. Hamilton, of Needham, sold his route to Shelley Sales Co., of Newton. J. Shelman heads up the Shelley Sales Co. . . Walter R. Guild, manager of CMA of New England, has been having quite a tussle with la grippe this past winter. His third attack of the winter put him out of the running from April 7 to 17. He’s back on the job now, however, and going at top speed.

cigarette merchandisers' association

The CMA of Massachusetts is no more! It’s the CMA of New England now. Yes, the members of the CMA of Massachusetts voted to extend their activities beyond the State lines and take in ops in surrounding New England States. Just to make everything official, they decided at their last meeting to doff their old name and take on the new one.

This action on their part marks another step forward in the progress of cigaret merchandising machine associations. With the induction of cigare* merchandising machine operators in Maine, New Hampshire, Vermont and Rhode Island into the CMA of New England, the industry presents an organized front extending along the Eastern Coast from Maine to Maryland and as far west as Buffalo. Some progress in less than three years! Congratulations, CMA of New England! Success to you!

Operators in Rhode Island were the first to affiliate with the CMA of New England. Those applying for membership at a recent meeting in Providence were Walter C. Benson, William Chelle, Anthony Petterutti, Robert Butler, Nathan Perlow and George Hanna. Massachusetts members who extended their memberships to cover Rhode Island operations were Bristol Automatic Vending Corp., Eastern Distributing Co. and the Tobacco Sales and Service, Inc. Several ops in New Hampshire are planning to affiliate with the group in the near future, it is reported.

Walter R. Guild, manager of the CMA of New England, has lost no time in getting the new organization rolling smoothly. Stickers bearing the new name of the association already have been issued to members. Copies of the association trade practice regulations have been issued to members so that they can study them closely before discussing them at a “revision” meeting scheduled to be held shortly. Fifteen new members were added during March and many more during April. Won’t be long, CMA of New England members say, before they’ll have the largest membership of any CMA in the country.

We hear that members of the CMA of New York and New Jersey are already sharpening up their batting eyes in preparation for the soft-ball game between the two groups scheduled to be played at the annual outing this June. The cup put up by the CMA of New Jersey and won by them last year will again be in competition. Last year, you will recall, the New Jersey lads staged a desperate last-inning rally to win by the scant margin of one run. First bet of the year placed on the outcome of the game that’s been recorded is between Harry Kolodny, of CMA of New Jersey, and Matthew Forbes, manager of the CMA of New York. If New York wins Kolodny must take Forbes and his wife to the best show on Broadway. If New Jersey emerges the victor Forbes must foot the bill for Kolodny and his fiancée.

With regard to the ball game at the CMA outing in June, this corner would like to make a suggestion: Why not stage an elimination amongst CMA’s to find out who has the championship ball club? Let the CMA of New England fight it out with the CMA of Connecticut in one game and the CMA of New Jersey stage its classic with the CMA of New York in another. Then have the two winners meet for the championship.

The last of the larger cigaret ops in the Newark area who was not a member of the CMA of New Jersey filed his application for membership this past week with Manager LeRoy Stein. The Dierickx Vending Co. is the name of the concern represented by Edward (Slim) Dierickx. Two other applications for membership will be voted on at the April 25 meeting of the association. They are Rapid Cigaret Service, of West New York, N. J., represented by John Rollins and Albert Trizinano, and the Doherty Vending Service, of Jersey City, represented by Joseph Doherty.

NEW ENGLAND NOTES: Donald A. Stearns has purchased the route of Abbot Brunell and is now operating in the Springfield, Mass., area under the name of

Off the cuff: Plans for the CMA outing are now in the making. Keep tuned to this column in the weeks to come for all the dope. . . Congratulations are justly due Arthur Nack, for his fine article entitled *Are We Buying or Selling* in the current issue of *The Rowe-Gram*. It’s the best article on the payment of bonuses to obtain new locations that we’ve read. Be sure to read it. You’re sure to find it worth the effort.

Stepping into the competitive arena occupied by Lucky Strike and Camel, Liggett & Myers have trotted out an army of experts of its own in the person of the nation’s leading tobacco dealers in an attempt to convince consumers of the superiority of Chesterfields. New theme is being used in large-size space in entire Chesterfield newspaper schedule. The initial insertion featured W. Curtis Draper, called “senior retail tobacconist in Washington, D. C.” Copy advised: “Ask W. Curtis Draper or any one of the 1,044,492 tobacco dealers in the United States about Chesterfield’s can’t-be-copied combination.” Such phrases as “the blend that can’t be copied” and “the right combination of the world’s best cigaret tobaccos” which appear in the copy have been used widely by Chesterfield in the recent past along with the usual slogan, “They Satisfy.” We wonder when they’ll get around to using testimonials from cigaret merchandising machine operators.

Tobacco Worker’s Wage Fixed at 32½ Cents

WASHINGTON, April 22.—Secretary Perkins has promulgated a minimum wage of 32½ cents an hour, or \$13 for a 44-hour week, for government suppliers of all tobacco except cigars. Her wage order was made in accordance with provisions of the Walsh-Healey Public Contracts Act, which requires recipients of government contracts in excess of \$10,000 to maintain a 44-hour week and pay wages determined by the Secretary of Labor to be prevailing for their industry.

Arkansas Cig Tax \$182,217

LITTLE ROCK, Ark., April 22.—Cigaret tax collections in the month of March amounted to \$182,217, the Arkansas State Department of Revenues reports.

BOB WHITE
PROVEN . . . The One Machine That STAYS PUT!!

SAMPLE \$ 6.50 ONLY

LOWER PRICES IN QUANTITY LOTS.

EASTERN
350 MULBERRY ST., NEWARK, N. J.



MIDGET 1c CIGARETTE VENDER

Double Column, Holds 48 Cigarettes. Size: 7 inches wide, 14 inches high. Equipped with mirror in aluminum frame. Screws to any wall. Counter Base 75c extra. Approved by Internal Revenue Department.

Price \$9.50

With 240 Cigarettes FREE. Write for Quantity Price. Remit 1/3 Dep., Bal. C.O.D.

D. ROBBINS & CO.
1141-B DeKalb Avenue, Brooklyn, N. Y.

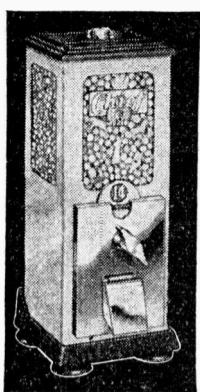


OPERATORS SANITARY NAPKIN VENDING EQUIPMENT NOW AVAILABLE

Specifications: Height 31" —width 10 3/4" —depth 6 3/4". Capacity 20 units. Color, white. Shipping weight 47 lbs. Coin mechanism 5c or 10c. Drop - shelf type construction, positive in operation, easy to service, and mechanisms can be changed without removing the machine from wall. Outside hardware chromium plated. Designed to handle any standard Sanitary Napkin on the market—we can furnish merchandise. If special products are to be vend machine can also be equipped with a 1c or 25c coin mechanism. Machine complete in every detail. Write for special prices.

MARSHALL CORNINE, Jr.
225 East 144th St., New York City, N. Y.





THE CHIEF

Vends everything, Ball Gum, Peanuts, Candies, Pistachios, etc. Capacity 2 1/2 to 3 lbs. of merchandise or 400 balls of gum. Vends 1/2", 3/4" or 5/8". When ordering Chiefs for ball gum please specify. Size 5x6x12.

Only \$3.75 ea.

In lots of 6 or more, Sample only \$4.25 each, 1/3 cash with order, bal. C. O. D.

Victor Vending Corp
4201 Fullerton Av.,
Chicago, Ill.

TOPPER!

Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Vends everything—candies, peanuts, pistachios, charms. Ball Gum capacity appr. 900 Balls. etc. Capacity Merchandise 5 lbs.

\$6.75

Special Introductory Offer:
1 Topper
10 lb. Candy
1 gr. Toys
All for \$8.75.

CHALLENGER
Recommended and Distributed by

TORR 2047A-SO. 68 PHILA., PA.

Beverage Vending Opens New Fields; Bally Exploiting

NEW YORK, April 22.—One of the outstanding results of the first showing of the Bally Beverage Vender at the General Motors Building offices of Bally Mfg. Co. in this city was to definitely create a new field for the coin machine industry here, according to leaders of this area.

The hundreds of operators who have visited the new offices to see the beverage vender have stated, "This opens an entirely new field. A big profit business. And certainly puts the coin machine operator in the merchandising picture for the beverage industry."

Jim Buckley, Ray Moloney, Art Nyberg and Jack Fitzgibbons were among the

busiest men in the city this past week and with the number of appointments already set up for them there is no doubt that they will find themselves busy for days to come. Moloney and Buckley left for the Chicago factory of the firm feeling they have once again brought the coin machine operator the opportunity he is seeking to get back on his feet in a sure, steady and legitimate business.

"There is no doubt any more," Buckley stated, "of the demand for our beverage vender. Men who visited with us asked for immediate delivery. They were enthusiastic over the opportunities the beverage vender brings them."

"We feel that this great new field which the beverage vender opens to the coin machine operator means that he is assured of being in a profitable and legitimate business for years and years to come. In fact, just as long as people will continue to drink beverages of any character, for the Bally Beverage Vender is adaptable to every type of beverage now popular on the soft drink market."

Moloney also brought home an important fact for the operator to consider. "Soft drink manufacturers themselves have come up to see our beverage vender and are impressed and interested in this unit. We are already discussing the advantages of using the Bally Beverage Vender thru operators for advertising purposes for the introduction of some new soft drinks on the market. The very fact that the manufacturers of the drinks themselves are boosting the machine means the complete co-operation of these manufacturers for every operator of Bally Beverage Venders."

Art Nyberg, who is in charge of the offices, reports that production is well under way at the factory and that deliveries are being arranged for as rapidly as possible for all purchases which have been made since the opening day of the General Motors Building offices.

American Chic Quarterly Income Up

NEW YORK, April 22.—Operations of the American Chic Co. in the first three months of 1939 resulted in a net profit of \$866,366 after depreciation, federal income taxes and other charges, according to a statement issued yesterday.

The net profit is equal to \$1.98 each on the 437,300 capital shares, and compares with \$800,413., or \$1.83 each on 437,500 shares outstanding at the end of the March quarter of the preceding year.

New Orleans

NEW ORLEANS, April 22.—A sharp improvement in distribution of pin games, bells and phonographs is reported by the majority of dealers in this area this week. A prolonged spell of good weather, improving business and the growing oil boom combine to stimulate heavier play and this in turn has brought a call for more equipment. One dealer specializing in secondhands also finds sales brisker and reports that stock is down to where a scarcity of good merchandise actually

Location Protection for Philly Cigaret Operators

Association members act to stabilize business—plan arbitration committee

PHILADELPHIA, April 22.—At a meeting of the Cigaret Venders' Association of Eastern Pennsylvania and New Jersey members were informed of recommendations for revision of by-laws concerning protection of locations. A special by-laws committee made its report at the last monthly meeting held in Philadelphia on April 18.

Among the more important suggestions of the special committee was that the definition of the various types of locations be included in the by-laws. Thus an open location would be considered a spot in which any member of the association could make a solicitation for placement of a machine. A closed location is one in which other

members agree to respect the interests of one member.

In addition to these definitions the procedure would be revised to give the location owner a greater right to choose the particular operator with whom he desires to do business. However, the operator in any place of business would be compensated by the other operator who replaces his machine thru choice of the location owner. In case of any disagreement as to the settlement an arbitration committee would give final decision.

It was also recommended that the revised by-laws provide for a board of directors consisting of five members, who would act in conjunction with the officers to constitute an executive committee. Such a committee would more expeditiously handle the functions of the organization and carry out the policies of the association.

Copies of the recommendations were sent to all members.

SPECIAL SALE!
Factory Rebuilt and Refinished
ROWE ARISTOCRATS
\$2000
each, for 2 or more machines.
Single Orders—\$22.50
Stand \$2.50 Extra
(All Prices F.O.B. Rowe Factory)

150 Pack Capacity—Free Book Match Unit—Excellent Slug Ejection.
Operates With Either Nickels or Dimes—Can Be Equipped With Changemaker.

Not Merely Reconditioned But REBUILT—As Only the Original Manufacturer Can Do!
Tear Out This Advertisement—Fill in the Coupon—Mail It Now To
ROWE MANUFACTURING CO., INC.

MAIN & MILL STREETS, BELLEVILLE, N. J.

Please Send Us the Following Rebuilt Aristocrats at Once, F. O. B. Your Factory: (Orders Accepted Only From Bona Fide Operators.)
(How Many) ROWE ARISTOCRATS @ \$20.00 (Total)
STANDS FOR ARISTOCRATS @ 2.50
TOTAL ORDER
Enclosed is Our Check for 1/3 of Order, Balance C. O. D.

Firm Name
Address
Signature

IT'S NEVER TOO LATE!
MAJZONE CANDY MFG. CO.
SPECIALIZING IN VENDING MACHINES.
Confections, Sugar Coated Rainbow Peanuts, Licorice Lozenges, Cinnamon Imperials, Boston Baked Beans.
Samples and Prices on Request.
717 Monroe Place, WEST NEW YORK, N. J.

exists for the first time this year. This secondhand trader reports that he is scanning the country for machines for which he has demands.

Sales of Bally's latest machines continue to rise, according to Julius Pace, head of the Dixie Coin Machine Co., distributor for Bally here. Pace expects his April business to far surpass March and probably be the best April since he took over Bally distribution. Eureka's, Spot-tems and other novelty pin games of the Bally factory are getting a fine reception in this area of the South. Dixie Co. also reports a better turnover in Mills new drill-proof bells.

Louis Boasberg, of the New Orleans Novelty Co., is high in his praise of the Lot-o-Fun. "Lot-o-Fun is truly the game about which the whole industry is talking," Boasberg reports, "and it look like the best bet yet put on the market by the reliable Gottlieb factory."

Dan Cohen, of the Pleasure Amusement Co., finds better sales thru his new cigaret venders than at first anticipated. Cohen has about 100 of these vending consoles on location in downtown New Orleans and if business continues at any brisker proportions in the future he may be forced to increase his line.

The lakeside home of George Brennan, prexy of the United Music Operators' Association of New Orleans, continues to be the week-end rendezvous of some of the smartest parties of the season. Last Sunday no less than a score of guests enjoyed a chicken barbecue.

Joe Isaacson, popular head mechanic of the New Orleans Novelty Co., has finally done it. He marched up the center aisle with a hospital attache at Mobile Wednesday night and the couple have left for a honeymoon in the Great Lakes area. After repairing Gottlieb machines for several years, Joe has sworn to take the time out on this trip to see what makes the machine "come out."

The Dixie Music Co., on Canal street, Seeburg distributors, reports continued keen interest in the new machines. Among out-of-town visitors this week that left orders were Chester Aycock, New

FAST MONEY GETTER USE SILVER KING For Profits

Sample \$6.50; 10 or more \$5.50 more. Easy to service and clean. Less parts, less trouble, more profits. Beautiful in design. Eleven up-to-date colors. The original quality Charm, Pistachio Nut, Candy and Ball Gum Vendor. Large discount in quantities. Write today. Special—One Vendor, 10 lbs. Candy, One Gross Charms—\$8.45 ORDER NOW!

WANTED 500 USED COUNTER MACHINES AT ONCE. Liberal Allowance on Each. Write for Details.
NUTS-4-U.
Red Lip Pistachios, Per pound \$.36
Spanish Peanuts, Per pound .9
Virginia Splits, Per pound .12
1/2 Ball Gum, Per case 10.80
3/4 Bubble Gum, Per case 24.50
TRANSPORTATION PAID ON GUM.
Factory Distributor.

TORR 2047A-SO. 68 PHILA., PA.

FREE WEIGHT SCALE!
Your weight FREE with each purchase of Adams Gum at 7c. Our combination scale and gum vendor beats all competition!
Exclusive Operating Rights NOW AVAILABLE
WRITE or WIRE For DETAILS
D.ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.
Berlia; Milton Schott and Abe Calif, McComb, Miss.; Andy Montoe, of the A. M. Amusement Co.

MUSIC MERCHANDISING

Salesman Schachter Travels to Texas

CHICAGO, April 22.—S. M. Schachter, factory representative of the Rock-Ola Mfg. Corp., left Chicago April 20 for a trip thru the south, particularly the lone-star State, Texas, where he will spend some time with various distributors.

I. F. Webb, vice-president, stated, "Schachter has a fine record in selling and promotion in the phonograph division in other territories. This will be his first swing thru the southern section of the country. Big things are happening in the sale of our new 1939 Luxury Lightup phonograph in Texas and with the improved business conditions and opening of the summer season our distributors are swamped with orders.

"Schachter will spend time with each distributor, co-operating in every way possible as factory representative drawing in the activities of the factory and distributor closer together."

London Thanks Wisconsin Ops

MILWAUKEE, April 22.—Sam London, head of the Milwaukee Coin Machine Co., is in high spirits over the enthusiastic approval the Wisconsin operators have accorded the new Seeburg line. "I want to thank all operators," he said, "for coming from all over the State to see the new line of phonographs now on display at our sales offices.

"They really co-operated 100 per cent, and gave their enthusiastic okeh. We will shortly have a complete line of remote control equipment on display, at which time we will again invite these operators, as we will have a complete set-up to show them."

Show Mills Phono To St. Louis Ops

ST. LOUIS, April 22.—"The whole Middle West is going to turn out en masse for the premiere showing of Mills' new phonograph, the Throne of Music, at our showing Monday and Tuesday, April 24 and 25," declared officials of the Vending Machine Sales Co., St. Louis.

According to the firm, Basil Neel will act as host, while Charlie Schlicht, representative of the Mills Novelty Co., will be on hand to assist him.

They continued, "The show will run from 10 a. m. to 10 p. m. The excitement caused by Mills' new phonograph at other showings would indicate that operators will be on hand early to inspect this marvelous new musical instrument."

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published on this page in the last issue of every month.)

"HILLBILLY RECORDINGS: It Makes No Difference Now, by Cliff Bruner; Musical Clock, by Roman Cosz; She's Somebody's Darling Once More, by Shelton Bros.; Han'some Joe From the Land of the Navaho, by Patsy Montana; Wish I Was a Single Girl Again, by Lulu Belle and Scotty; What Difference Does It Make?, by Blue Ridge Playboys; When You're Smiling, by Cliff Bruner; I Just Don't Care Anymore, by Shelton Bros.

"INTERNATIONAL RECORDINGS": Beer Barrel Polka; Dopey Polka; Jelly Roll Polka; WPA Polka; Clarinet Polka; Sparkling Wine.

"FOREIGN RECORDINGS": German, Holla Lady; Polish, Na Okolo Czarny Las; Spanish, Asora Serenos Effices; Scandinavian, Lordagsvalsen; Bohemian, Dzulajda Polka; Greek, I Laterna Tis Polis, O Vosporos, Hsapiko.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Heaven Can Wait. Here is the top tune of the week, as far as operators are concerned. Which makes it practically a clean sweep for this Eddie DeLange-Jimmy Van Heusen number, because it's very strong on radio plug lists and sheet music sales tabulations. Glen Gray and the Casa Lomanites and Chick Bullock have the two best discs for the machines.

Sunrise Serenade. Coming along to join the Casa Loma recording of this are waxings by the Andrews Sisters, Bing Crosby, Hal Kemp and Glenn Miller. First two have been made possible by the lyric that has been grafted on to Frankie Carle's lovely melody, and the latter pair of maestri will add their own individual and distinctive touches to the instrumental end.

And the Angels Sing. It didn't take this Johnny Mercer-Ziggie Elman song long to achieve the heights, proving that the public really can recognize merit in its popular music. A truly distinguished number, Benny Goodman makes it even better on his disc by letting Elman have a trumpet chorus that is superb.

The Masquerade Is Over. This, as well as the four tunes following it, is really starting on its way out, but is included here because its demise is not quite universal enough yet to regard it as absolutely cold. Jimmy Dorsey's disc was the one here.

Deep Purple. Still around, but slipping badly. There were any number of fine recordings on this, with the list headed by Larry Clinton, Jimmy Dorsey and Bing Crosby.

Little Sir Echo. Tho it's the country's No. 1 sheet music seller this week, according to *The Billboard's* chart, it's on its way out as a strong phono number. Guy Lombardo and Dick Todd had two of the better waxings for ops' purposes.

I Get Along Without You Very Well. Also sliding down hill in no uncertain terms, but listed here because it still won't give up entirely. Red Norvo was top man on this.

Penny Serenade. Same thing here, with Lombardo, Sammy Kaye and Kay Kyser the leading record lights while it lasted.

COMING UP—BETTER STOCK THEM

East Side of Heaven. Doing very nicely already and steadily growing to a position that will jump it into the above department shortly in this title song from Bing Crosby's new movie. Once again we strongly advise getting it under the needles, if you haven't done so already. Crosby for the vocal, Lombardo for dance.

That Sly Old Gentleman. The same goes double in spades for this companion song from the *East Side of Heaven* picture. It's the kind of rock-a-bye-baby ballad that's always sure fire. Crosby, of course.

Little Skipper. Speaking of rock-a-bye-baby ballads, this new Nick Kenny opus is sloppily sentimental enough to be a No. 1 item. At that, it's already sixth on the best-selling sheet music list and a proportionately strong air number. Ozzie Nelson, who likes to do these songs about youngsters and who has become associated with them, has an excellent disc, and you can also have Tommy Dorsey, Al Donahue or Horace Heidt, each good in its maestro's particular style.

Three Little Fishies. As was anticipated, this is too good a novelty to remain in the restricted classification of an "Operators' Special." Within a couple of weeks it has sold enough copies of sheet music to rate it the 11th slot on *The Billboard's* list this week. Hal Kemp's disc has become a big machine favorite since its release last week, and for a swell version it's the one to have in there. The Smoothies have a lot to do with making it that thru their grand harmonizing.

The Moon Is a Silver Dollar. Not setting any records but climbing steadily, if slowly, is this ballad. Will Osborne and Lawrence Welk have admirable platters.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

The Chestnut Tree. This English dance importation will probably follow *Three Little Fishies* into the category of a pop tune rather than an "O S." In the meantime, however, it must remain down here until it shows signs of air popularity or sheet music sales. It's a great phono bet, and you get it on the reverse of the Kemp *Fishies* platter in one of Hal's finest arrangements.

Beer Barrel Polka. Rising all the time as a popular favorite is this polka, the forerunner, probably, of a flock of composites in similar European rhythms. Augmenting the record list that already includes Eddie DeLange and Jolly Jack Robel are discs by Horace Heidt and the Bee Bee Tavern Band.

God Bless America. Bing Crosby and Kate Smith have the whole say on this Irving Berlin flag-waving epic. A big machine item in either record. **If I Didn't Care.** The Ink Spots, a real sob ballad and an excellent phono bet, as more and more ops are finding out to their pleasure. Guaranteed to add a few tears to one's beer!

Dawn of a New Day. As we suggested last week, this official song of the New York World's Fair, a posthumous compo by George Gershwin, should make timely phono fodder along with the fair's April 30 opening. Keeping it in a couple of weeks after the opening, till the fuss eases off and the fair settles down, might be a profitable idea. Horace Heidt does it well.

It's All So New to Me. The only reason for listing this is the novel angle of Joan Crawford's disc of it. The MGM star makes her recording debut with it and while there ought to be a law against such mutilation of the noble art of singing, the name on the identification slip should certainly intrigue them into hearing what one of their favorite glamour girls sounds like on wax.

(Double-meaning records are purposely omitted from this column)

"No Midseason Models"—Rockola

CHICAGO, April 22.—David C. Rockola, president of the Rock-Ola Mfg. Corp., has announced that his company would offer no midseason phonograph models.

This announcement was made at the Rock-Ola executives' "Million Dollar April" dinner held at the Sherman Hotel on April 15. The Rock-Ola factory had inaugurated a sales drive on April 1 for one million dollars worth of phonograph business during the month.

Executives who attended the dinner were: David C. Rockola; Jack Nelson, vice-president and general sales manager; I. F. Webb, vice-president in charge of phonographs sales; T. Leon Maurada, vice-president; E. J. Hockstad, treasurer



DAVID C. ROCKOLA

and comptroller; K. F. Boldt, advertising manager, and E. R. Smith, factory works manager.

While the conference following the dinner was mostly a "round-table" discussion of problems and plans, Rockola spoke on ideas he hopes to see worked out during the year. In speaking of the million-dollar April drive, he stated, "Here we are at the midway mark and we already have two-thirds of the million dollar quota covered by actual billings.

"There have been many remarks made by operators expressing concern over the possibility of our bringing out new midseason models. It is my intention to make it known to all music operators nationally that we will adhere to our set policy of no midseason models. Having been an operator myself, the policy of the company has naturally always been concerned with the operator. His continued success means of course our success.

Also we as manufacturers are vitally interested in the present, we are more concerned with the permanent success of the operator. His permanent success means our permanent success. Our present Rock-Ola luxury lightup models which were introduced at the 1939 coin machine shows will be in full production for the rest of the year.

"Their tremendous acceptance all over the world indicates that our policy of no midseason models is a logical course. Everyone likes to buy with confidence in the future. When operators buy our 1939 models, I want them to have my personal assurance that Rock-Ola will offer no midseason models."

AFL Union Head Aids Music Association

SAN FRANCISCO, April 22.—The presence in San Francisco of Meyer L. Lewis is slowly being felt in labor circles affiliated with the AFL. Lewis arrived here about April 1 to head the western division of the AFL. His appointment was reported to be a result of the labor conference recently called in Washington by the President.

Members of the new Automatic Music Merchandising Association, Inc., are said to feel that a united front among music operators will soon result from his coming. Previously, they said, questions of policy had to be referred to headquarters (See AFL UNION HEAD opposite page)

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to
WHAT THE RECORDS ARE DOING FOR ME,
THE BILLBOARD PUBLISHING COMPANY,
1564 Broadway, New York City.

Natchez, Miss.

April 22, 1939.

To the Editor:

As an operator of a number of phonos located in restaurants in Natchez, Miss.; Vicksburg, Miss., and Pine Bluff, Ark., I find *The Billboard's* "Record Buying Guide" and the "What the Records Are Doing for Me" column of great assistance.

Current popular numbers on my machines include Louis Armstrong's *When the Saints Go Marching By*, *Hold Tight*, and Bing Crosby's numbers, including *Little Sir Echo*, *Deep Purple*, *God Bless America* and his old stand-by *Mexicali Rose*. Also good for the nickels at my places are the Dorsey brothers, Tommy and Jimmy; Kay Kyser's new and old platters, Benny Goodman, Guy Lombardo and Horace Heidt and Artie Shaw. Artie Shaw is the up and coming magnet for the nickels. Shaw's album collection is something to write home about. Shaw's records should top all of the others from now on, I think.

I find that most of my dining customers prefer "soft" "sweet" swing music. There are some, however, who like it "hot" and that's where Louis Armstrong, Louis Prima and some of the warmer records. I'm getting to know more and more about the machine business. Originally it was only a side-line for me.

Since moving to Natchez I find that the top band for the records is Kay Kyser. I suppose it's due to the fact that Kay is a Southerner. Anyhow, the professor of "It Makes You Want To Dance" music is tops around these parts of the Deep South. Bing Crosby is also in there pitching for the leadership.

I could go on for hours writing of my machines, but suffice to say, it's interesting to listen to the records. I like to change them often and please my customers, and in return my customers please me with lots of coins for the good old till. **JOHNNIE E. LONG,**
Natchez, Miss.

Spokane, Wash.

April 22, 1939.

To the Editor:

I've been in this business for 19 years and have seen music machines get more popular every year. I think operators are getting wiser, too, and *The Billboard* must be given a good deal of credit for this.

In most spots, the ones which attract the average classes, it is pretty safe to rely on the record information in *The Billboard*. This is particularly true of Eastern Washington. But over in Idaho, where we operate machines also, they don't know what the modern tunes are all about.

The miners and loggers, who make up most of the trade, demand all hillbilly stuff. Their favorites at present are *Singing in the Saddle*, sung by Patsy Montana; *When the Bloom Is on the Sage*, *High Falutin' Newton* and *Rancho Grande*, with Dick Robinson's Band. *Mexicali Rose* still is popular over there, too. Like Tennyson's brook, it probably will run on forever.

Getting back to Eastern Washington, best money-maker during the past week was *Deep Purple*, by Larry Clinton. Other best nickel teasers were *Penny Serenade* (Horace Heidt), *Hold Tight* (Andrews Sisters), *Could Be* (Heidt), *I Promise You* (Roy Smeck), *Gotta Get Some Shut-Eye* (Chick Bullick), *The Masquerade Is Over* (Heidt) and *Funny Old Hills* (Bing Crosby).

A popular novelty is Crosby's *When Mother Nature Sings Her Lullaby*. Colored spots want Fats Waller and *A Good Man's Hard To Find* and *Good for Nothing But Love*. They like 'em hot. Swedish beer parlors and restaurants want all Schottisches. Bing Crosby leads the artists. Ella Fitzgerald and the Andrews Sisters are popular. Heidt is most popular recording band, followed by Lombardo, Clinton and Kyser. And that's just about the size of it as far as our 250 machines are concerned.

E. M. PERRY,
Interstate Novelty Co.,
Spokane, Wash.

Newark Music Ops Okeh Arbitration

NEWARK, N. J., April 22.—Automatic Music Machine Operators' Association held its first meeting here April 18 since passage of the \$3 assessment for non-attendance. The results of the passage of this ruling were evidenced by the fact that only six members missed the meeting.

New member inducted at the meeting was Capitol Automatic Music Machine Co. of Woodbine, N. J., represented by Israel Feit. This firm has no connection with the New York City firm of the same name, it was stated.

Highlight of the meeting was appointment of a new arbitration board. Everett Masterson heads the new committee as chairman, assisted by William Reusch, Irving Orenstein, Bill Weiner and Archie Kass. Manny Ehrenfeld was appointed chairman of the speakers' committee. He reported he would try to obtain a speaker from the Federal Bureau of Investigation to talk on counterfeit money at the next meeting.

LeRoy Stein reported that he had been invited to attend the next meeting of the Phonograph Operators' Association of Eastern Pennsylvania as guest of honor. Meeting was to be held April 22 in Philadelphia.

AFL UNION HEAD

(Continued from opposite page)
in the east and frequently the time element was a vital thing.

Lewis is well known in San Francisco labor circles and has been in important conferences with employers and employees. Organization activities are being stressed among music operators in Central California now. It is reported that music operators in San Francisco joined almost 100 per cent.

STREAMLINE BOXES

OFFER

\$8.50 Weekly Average Returns

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX, One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 Investment.

The More a Phonograph Plays — The More It Is Played

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. **YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."**

NATIONALLY PRICED

Streamline Wall Box, \$6.75 Streamline Bar Box, \$7.50
Cable 5c Per Foot Instrument Casting, 35c "T" Joint Boxes, 45c
Now Also Available With National Slug Ejector

SHYVERS MANUFACTURING COMPANY

2315 W. HURON STREET CHICAGO, ILLINOIS
PHONE: ARMitage 0896

EASTERN SEEBURG DISTRIBUTOR

OFFERS PHONOS AT NEW LOW PRICES!

WURLITZER 24 \$165.00
616 87.50
412 47.50
P12 37.50

WURLITZER COUNTER — MODEL 51 — \$79.50

MANY OTHER MAKES AND MODELS AT LOWEST PRICES!

Phone—Write

Wire—Come In!

EAST COAST PHONOGRAPH DISTRIBUTORS, INC.
625 10th Ave., New York City (Tel. LO-5-4877) Cable, "Eastcophon"

300 USED PHONOGRAPHS

Wurlitzers P-12, 412, 312 and P-400.

SELLING AT BIG SACRIFICE. WRITE or WIRE for PRICES.

ORIOLE COIN MACHINE CORP.

138-148 W. Mt. Royal Ave.

Baltimore, Md.

NOW SHOWING

NEW MARBLEGLO SEEBURG SYMPHONOLAS

Hold Everything Until You See This Line.

Visit One of Our Offices Immediately.
Highest Trade-In Allowances Offered on All Types of Used Equipment.

Southern Automatic Music Company

620 Massachusetts,
INDIANAPOLIS, IND.

542 South 2nd,
LOUISVILLE, KY.

312 West 7th,
CINCINNATI, O.

LOWEST PRICES! EVER OFFERED!

ON ALL RECONDITIONED PHONOGRAPHS
★ WURLITZER — ROCK-OLA
MILLS EVERY MODEL ★

BOWLETTES
25 — Practically Brand
New. Lots of 10
Each \$25.00
Single, \$35.00.

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES.
WIRE OR WRITE

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

RECORD MONEY MAKERS WINNERS OF THE WEEK

A Spicy Dish for Your Music Machines.

'AIN'T THE GRAVY GOOD'

Recorded by Cootie Williams' Rug Cutters (Vocalion 4726)

The Novelty-of-the-Week

COUNTERPOINT

A LA MODE

Recorded by Phil Lang and His Orchestra (Brunswick 8352)

Watch for

"HAVE MERCY"

Exclusive Publications, Inc.
1619 Broadway, New York City.

THE HUB ENTERPRISES
ATTENTION!
OPERATORS-JOBBERS
DISTRIBUTORS

NO MONKEY BUSINESS HERE!

YOU GET WHAT WE ADVERTISE—AT THE PRICES WE ADVERTISE. We make a profit on everything we sell. True, it is a small profit, but we do a large volume of business as a consequence. We are satisfied because this method brings continual repeat business and creates a feeling of confidence. Order what you need, and if you don't receive better machines for your money than you expected, we guarantee your money back on demand—without any ifs, ands or buts! That is the policy of THE HUB ENTERPRISES, whether you are in America or abroad. We mean it. Test us. Every machine we send out is clean, like new in appearance and working order, and ready to make money for you on location!

BARGAINS YOU CAN BANK ON!

ONE-BALL MACHINES	
11 Bally Sport Page	\$55.00
7 Bally Entry	29.50
33 Bally Fairgrounds	24.50
28 Mills 1-2-3	18.50
4 Western Paddles	29.50
14 Mills Big Races	37.50
9 Stoner's Derby Champs	38.50
12 Stoner's Champs	34.50
27 Bally Grandstands	77.50
9 Bally Arlington	19.50
6 Gottlieb's Multiple Races	29.50
16 Bally Preakness	15.00
5 Derby Day With Clock	12.00
15 Bally Fleetwood	22.50
18 Gottlieb Foto Finish	10.00
20 Bally Classic	12.50
12 Bally Hissah	7.50
23 Bally Golden Wheel	10.00
17 Bally Thistledown	82.50
12 Keeney's Winning Ticket	82.50
4 American Beauty (Clock)	12.00
SLOT MACHINES AND STANDS	
16 5c Mills Melon Bells, Serial over 400,000	\$55.00
7 5c Mills Cherry Bells, Serial over 400,000	55.00
11 5c Mills Bonus, Serial over 400,000	62.50
5 Mills Blue Front, 25c Play	42.50
20 Mills Blue Front, 5c Play, 380,000 and up	34.50
14 O. D. Jennings Silver Chiefs, 5c Play	49.50
50 Mills and Paces Metal Box Stands With Keys	4.50
80 Mills and Pace Metal Folding Stands	1.50
14 Pace 1938 De Luxe, 5c Play	42.50
CONSOLE MACHINES	
12 Keeney's Dark Horse, 7 Cols.	35.00
25 Keeney's Skill Time, 1937 Red Head	55.00
8 Stoner's Zeta	20.00
5 Stoner's Super Zeta	29.50
26 Mills Square Bell	60.00
4 O. D. Jennings Derby Day, Slant Top	39.50
29 Keeney's Triple Entry	142.50
28 Keeney's 1938 Skill Time	92.50
OTHER BARGAINS	
18 Daval Odd Ball, Reserve Meter	\$29.50
7 Daval Spinner, Reserve Meter	35.00
11 Daval Side Kick, Reserve Meter	39.50
5 Western Baseball, with Register	75.00
4 Exhibit Shoot-a-Lite, Like New	55.00
35 Exhibit Merchants, Dome Top, Roll Chute, Penny or Nickel	25.00
8 Genco Bank Roll, 14 (pat., Bowling Alleys)	25.00
20 Stoner's Turf Champ, Cash and Tickets	17.50
100 Cigarette Machines That Vend One Cigarette for a Penny, New ni Cases	5.75
10 Bally Reserve	12.00
3 Rock-Ola 1937 World Series	85.00
7 Bally Roll, 14 feet, Bowling Alley	22.00
62 Northwestern Penny Peanut Machines, Like New	3.95
41 Calvert Peanut Machines, Penny or Nickel	3.95
1/3 Deposit With Order, Balance Shipped C. O. D.	

43 SO. LIBERTY ST., BALTIMORE, MD.

JENNINGS CHIEFS

5-10-25c Play . . \$22.50

1/3 Deposit With Order

GERBER & GLASS DISTR. CO.

914 Diversey

Chicago

TAKE YOUR CHOICE

Reconditioned and Ready to Operate 5-Ball Novelty Games.

\$7.00 each

3 Kenos	1 Spokes	1 Lite-a-Pair
6 Chico Derbys	5 Miss America Races	6 Stoner's Races
4 Forward March	3 Homestretch	2 Home Runs
3 Batter Up	2 Track Meets	3 Short Sox
4 Airways	1 El Toro	1 Sequence
2 Child-Ems	3 Bull's Eyes	2 Rose Bowls
1 Handicap	6 Mad-Caps	1 Mars
1 Vagabond	1 Mercury	3 Outboards

Cable Address, **G. ISSER, CLEVELAND.**

CLEVELAND COIN MACHINE EXCHANGE

2336-8 Prospect Ave., Cleveland, O.

Send your correspondence to advertisers by mentioning The Billboard.

Daval Gets Heavy Response on Game

CHICAGO, April 22.—Daval officials released the prediction recently that Box Score, new five-ball baseball-type novelty game, will outsell all previous Daval hits, including the famous Odd Ball. To verify this statement they have scores of rush orders and wires demanding immediate shipment on Box Score, they claim.

Said A. S. Douglas, Daval president, "Never before in my 30 years of coin machine experience have I been as thrilled by the reception of one of our games as with Box Score. Our production facilities are being pushed to the utmost to meet the demand. We are finding it necessary to fill orders in rotation because of the welcome of Box Score. Quite naturally, we refuse to even discuss the quality and precision-built reputation for which Daval is well known.

"The popularity of Box Score is evident at once, for his game gives the player a double winning chance whereby he may win on home runs, hi-score, or both. Furthermore, the game is filled with absorbing and exciting features, one of which is the ringing sound effects which players get at every even 1,000 and when home runs are scored. Of course, there are shifting lights, but presented in a new manner of triple arrangement. Also, there are roll-overs and bumpers which crackle with action when the ball is played."

Frank Schwartz Back in Harness

ROCKFORD, Ill., April 22.—Mr. and Mrs. Frank Schwartz, of the D & S Novelty Co., returned recently from a vacation trip to California and points on the Pacific Coast of two months' duration. Both declared that altho their trip had been very pleasant they were glad to be back.

Said Frank Schwartz, "While out there to relax and forget business for a while I looked up many of my old friends among the coin machine business. In the course of my visits I made some very nice deals which should be mutually profitable for all concerned.

"Now that I am back I am anxious to have all my customers know that I am again at their service as in the past. I hope that we, too, may consummate mutually profitable deals."

Western Releases Hold Tight Game

CHICAGO, April 22.—"A strong, and we are sure, successful bid is being made for player favor on location with the release this week of our latest novelty free game hit, Hold Tight," advises sales manager Don Anderson of Western Products, Inc.

"Hold Tight has already proved a sensation, according to our distributors' reports," said Anderson. "It appears that we have hit the nail on the head by making an amusement game that really entertains; consequently, operators are enjoying unusual receipts from the locations on which they have already placed Hold Tight. In addition to its highly entertaining backboard action,

which features that popular and old-fashioned carnival attraction of dumping darkies into a tub of water by hitting a target with a ball, there are four scoring panels and four ways for the player to score. For example, when a ball crosses a switch on the playing field the corresponding darky on the backrack is dumped into the water, starting the scoring in that panel. The various bumpers on the board light up corresponding lights in the backrack.

"Hold Tight gives the player four times as much fun as does an ordinary pin game, and we believe that operators will realize increased play and profits in direct ratio to the pleasure the players get out of the game!"

Winner Co. Sales Reaching Heights

CHICAGO, April 22.—"Business is booming these days out at Winner Sales Co.'s modern plant," declare firm officials. "Orders for the popular Get-a-Hit, Peckin' and 5-Star-Finals jar deals are pouring in at a rate that is proof of the popularity of these profit-making deals.

"The outlook for the future," say Winner officials, "is decidedly bright, as we will soon be launching several new deals which tests in tryout spots indicate will be even better sellers and profit-producers than any others.

"Operators on the look-out for real money-making deals will do well to write Winner Sales Co. asking to be kept informed of new developments."

Sphinx Okehs Pace Saratoga

CHICAGO, April 22.—Bill (Sphinx) Cohen, Silent Sales Co., Minneapolis, is reported to have been deluged with orders for the new Pace Saratoga Square Bell. Bill makes frequent visits to Chicago to contact his manufacturers. "However," he says, "so delighted have I been with the operators' enthusiasm for Saratoga that I couldn't wait to deliver congratulations in person."

Officials of the Pace Mfg. Co. proudly exhibit a telegram sent by Bill Cohen a few days ago, reading: "Some words of appreciation for the Saratoga Square Bell. The best appreciation from operators and myself is shown in constant reorders. Please catch up on my back orders first, then ship 20 more to get me out from behind the eight-ball on back orders in my office."

Genco Fair Takes With Operators

CHICAGO, April 22.—Interest was at a high pitch throught the country, according to Meyer Gensburg, Genco official, when the new game, Fair, was announced ready for release this week.

Said Gensburg, "Fair ties in closely with the great interest that is prevalent throught the nation in both the New York World's Fair and the San Francisco Golden Gate Exposition. On top of this general appeal to public interest there is a further appeal to players in the novel play principle involved. On the basis of this combined attraction for locations our jobbers and distributors predict a long-lived demand for Fair.

"Fair is a high score game with inter-

STEP-UP



PERPETUAL SALESBOARD COUNTER GAME!

With Exclusive Step-Up Jackpot!

This wonderful new game combines the famous money-making features of Daval counter games with the intense appeal of big-money step-up salesboards!

CHECK THESE AMAZING FEATURES!

- ★ Step-up JACKPOT. PRICE
 - ★ 3 Flashy Salesboard Fronts!
 - ★ Cheat Proof, Fool Proof!
 - ★ Guaranteed Mechanically Perfect!
- \$27.50**
- ORDER STEP-UP NOW!**

THE VENDING MACHINE CO.
205 Franklin St. Fayetteville, N. O.

mediate awards. In addition there is an extra bonus award for 'lights out,' the new Genco feature. It is being introduced on Fair for the first time in a novelty game, and it has been proved highly productive of repeat play.

Phonograph Operation Tips to Operators

CHICAGO, April 22.—Tips on phonograph operation are of use to all operators—new or old. Witness the bulletin Changing Records, published by the Automatic Music Association of New Jersey, Inc., which commented on and reprinted two items from The Billboard.

The association's comment was to the effect that operators were noting record and needle damage caused by vibration, the vibration set up by jitterbugs and stompers. They reported that The Billboard advised the placing of machines "in such a manner that they are over or near a support for the floor. An ideal place is alongside of an outside wall that is supported by a foundation or directly over a post which supports the floor. Another method is to mount your machines on sponge rubber, with a wood block over it under each caster of the phonograph. Drill a shallow recess into each block for the caster wheel to prevent the machine from rolling off the wood block."

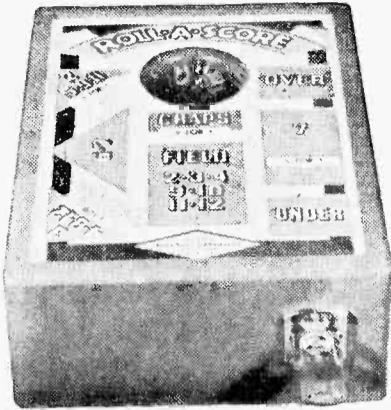
We repeat the above for benefit of operators who heretofore have not read the advice. Also, in view of the fact that operators all over the country appreciate such facts, we ask those who have tips on phonograph operation dealing with any phase of operation to write The Billboard about their methods, etc., to improve operation and to cut down cost. Address your tips to: Coin Machine Editor, 54 W. Randolph St., Chicago, Ill.



PERSONNEL OF K. F. WILKINSON'S United Amusement Co., San Antonio, distributor for Rock-Ola, turn out to see the new Rock-Ola "display room on wheels." The unit is transported by automobile and carries both standard and de luxe model Rock-Olas. Ken Wilkinson stands second from the right in the back row.

ROLL-A-SCORE

The Sensation of Counter Games



Has FLASH, Player Appeal, Simple Construction. Battery Operated and Penny Slot.

\$16.50

One-Third Deposit.
Order a sample today. It will pay for itself over night.

Write for Jobbers' Discount.

RAYNER SALES & DIST. CO.

3808 Ross Ave. Dallas, Texas

\$16.50

Dimensions 11 x 15 Inches

SELLING OUT 1125 MACHINES

If You Need 1-Balls Single Coin Chute or 1-Ball Multiples or Regular Slot Machines You Will Save Money by Writing or Wiring for the Equipment Listed Below!!

- 150 THISTLEDOWNS
- 150 GRANDSTANDS
- 75 SPORT PAGES
- 40 HAWTHORNES
- 40 DE LUXE PRAEKNESS
- 35 KLONDIKES
- 25 FAIRGROUNDS
- 100 MILLS 1-2-3 (NEW STYLE)
- 75 MILLS SQUARE BELLS
- 40 MILLS HI-BOYS
- 75 MILLS 5c MELON BELLS
- 75 MILLS Snake Melon Skill Bells
- 40 PACES RACES (BROWN CAB.)
- 5 PACE MARATHONS
- 5 KEENEY SKILL TIMES

AND ABOUT 200

MORE ASSORTED
AUTOMATIC
GAMES AND
SLOTS TOO
NUMEROUS TO
MENTION!!

We Are Also Authorized

- Distributors For
- MILLS NOVELTY CO.
 - BALLY MFG. COMPANY
 - CHICAGO COIN MACHINE MFG. COMPANY
 - GENCO, INC.
 - DAVAL MFG. COMPANY
 - EXHIBIT SUPPLY CO.
 - STONER CORPORATION
 - D. GOTTlieb & COMPANY
 - H. C. EVANS & COMPANY
 - A.B.T. MFG. COMPANY
 - J. H. KEENEY & COMPANY
 - O. D. JENNINGS & CO.
 - PACES RACES, INC., and
 - PACE MFG. CO.

WRITE OR WIRE STATING WHAT YOU CAN USE!! WE ASSURE YOU PRICES WILL PLEASE ON EXACT REQUIREMENTS!!

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET FAYETTEVILLE, N.C. Cable Address COINSLOTS

Report Enthusiasm For Lot-o-Smoke

CHICAGO, April 22.—“Good things come in pairs,” said Dave Gottlieb, president of D. Gottlieb & Co., “and Lot-o-Fun now has a twin, Lot-o-Smoke. This news was hailed with great enthusiasm by our distributors, who have been urging us to build a companion game to our sensational hit. The new game features 13 popular brands of cigarets on its field and backboard. It incorporates the same mechanical perfection, the same outstanding features, the same come-on and the same gigantic earning capacity that have made Lot-o-Fun one of the sensations of the coin machine industry.

“Lot-o-Fun is going bigger and better every minute,” he continued. “As operators get a taste of its profits they re-order in quantity. Distributors and jobbers have co-operated with us in making as quick delivery as possible to operators in spite of the flood of orders. While we have greatly enlarged our production facilities, we anticipate a still greater rush to follow our introduction of Lot-o-Smoke and promise to do everything in our power to make prompt delivery.”

Bally Pacemaker Breaks Record

CHICAGO, April 22.—Discussing the continued demand for the Pacemaker reserve-type multiple game, Jim Buckley, general sales manager of Bally Mfg. Co., pointed out that the game has broken all Bally records for sales volume in its class.

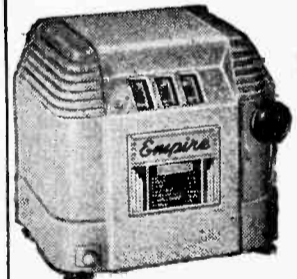
“The famous Bally Fairgrounds,” he

explained, “held the record until recently, closely seconded by that other great Bally hit, Grandstand. But Pacemaker sales have now topped Fairgrounds. Moreover, there is no sign of any let-up in the demand for Pacemaker. In fact, sales have taken a spurt in the past week, which we attribute largely to the fact that operators in resort territory are getting ready for their summer activity.”

“With Pacemaker going full blast, Spottem still in demand and Fifth Inning selling like hot cakes, the Bally plant is busier than it has been since Bumper days. Production has also been stepped up on the Beverage Vender and Bally Bell to take care of increased demand due to the approach of warm weather.”

IT'S TOPS EMPIRE

1c PLAY CIGARETTE MACHINE



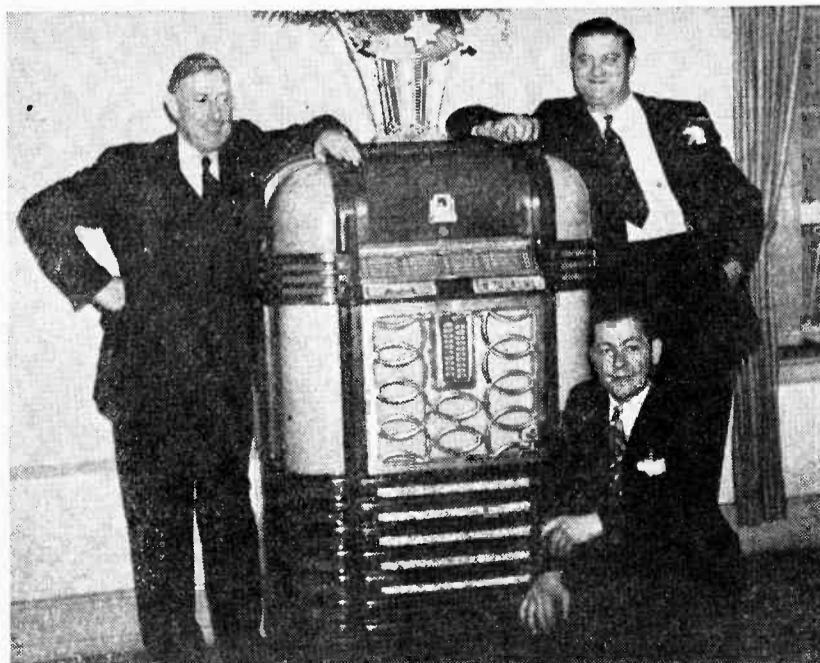
\$17.50
each

1/3 Dep. Bal. C.O.D.

This machine equipped with Ball Gum Vender. Reels have positive stops—cannot be shaken or cheated. Absolutely phenomenal in earning power. Small but made for big use and hard abuse. Order Sample Today.

MONARCH COIN MACHINE CO.

1731 Belmont Ave., Chicago, Ill.



TOM BURKE, Dave Stern and Harry Wichansky, of National Vending Co., Elizabeth, N. J., whose party for Rock-Ola Luxury Lightup phonograph was said to be one of the most outstanding in New Jersey history.

\$56.00 PROFIT PER DEAL

2520 Tickets @ 5c
Takes In \$126.00
Average Payout 70.00

Profit \$56.00
\$2.00 Each in Doz. Lots.
\$2.25 Each Lots of 6.
\$2.50 Each Less Than 6.

SPECIAL

Assortment of 5-2520 Ticket Deals, each new and different for only **\$10.00**

1/3 With Order. Send for New 1939 Catalog of Other Winners.

WINNER SALES COMPANY

“Pick a Winner With Winner”
3307 Armitage Ave., CHICAGO, ILL.

AN OPPORTUNITY

For some Operator who is about to open a new territory. I have an assortment of very good late model Automatic Pin Ball, Console and Counter Games. Will sell or operate with the right party. Address B. F. ANTRIM, 227 1/2 E. 13th, Anderson, Ind., or Phone 5362.

BARGAINS

CONSOLES

Bally Skill Fields	\$ 40.00
Bally Teaser	36.50
Galloping Dominoes	69.50
Kentucky Kee Bell	80.00
Kentucky Skill Time 1938	125.00
Saddle Club	25.00
Stoner's Skill Derby	65.00
Track King	49.50
Track Time (Red Cabinet)	99.50

SLOT MACHINES

Buckley, Callie Mills, Race, Watling, 25c Slot Machines, Early Models Each	\$ 7.50
Jennings Little Duke, S. J. P. With Gum Vender 1c	12.50
Jennings Little Duke, Triple J. P. 1c	17.50
Mills Blue Front, S. J. P. 10c	37.50
Mills Blue Front, D. J. P. 5c	37.50
Mills Blue Front Q. T., Late Model, Like New, 1c	39.50
Mills Cherry Bell, 5c	49.50
Mills Extraordinary, 5c or 10c	22.50
Mills F. O. K. Escalator, D.J.P. 5c	19.50
Mills Melon Bell, 5c, Like New	55.00
Mills Q. T. Blue Fronts, 1c	25.00
Mills War Eagle, 5c	22.50
Pace Comet, 25c	20.00
Seeburg Grand National Race Horse Machine	15.00
Watling Roll-a-Top, 10c	25.00
Watling Twin J. P., 10c	15.00
Watling Twin J. P. 1c Ball Gum	17.50

1/3 Deposit, Balance C. O. D.

Cable Address WBCO.

W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

CLEARANCE SALE

COUNTER GAMES	
Bally Baby	\$7.00
Beat It	3.00
Cent-a-Pack	7.00
Clearing House	2.50
Get-a-Pack	2.50
J. O. U.	3.50
High Stakes	4.50
Hol-a-Smoke	2.50
Hoops	8.00
Junior	2.50
Lark	1.50
Little Poker Face	5.00
Marble	1.50
Peanut Vender	2.00
Penny Ante	1.50
Penny Pack	8.00
MISCELLANEOUS	
Mills Scale	\$22.50
Grand Champion race horse automatic	10.00

Every machine fully guaranteed. Deposit required on all orders.

C. CHARLE & CO.
Springfield, Missouri.

Any reasonable offer will be accepted or trade for Wurlitzers or National 9 Column Candy

- 1 African Golf
- 2 Bang Tails
- 1 Favorite
- 1 Paddle Wheel
- 2 Fairgrounds
- 2 Grand Prizes
- 1 Bally Derby
- 1 Carom
- 1 Dally Limit
- 2 De Luxe
- 1 Monopoly
- 1 Royal Races
- 5 Sportsman
- 2 Stampedes
- 2 Airways
- 1 Bally Basket
- 1 Bally Racer
- 1 Bambino
- 3 Bally Fleets
- 1 Thunderbolt
- 5 Boo Hoos
- 5 Daval Baseball
- 2 Bally Boosters
- 5 Bolos
- 5 Bordertown
- 1 Chico Derby
- 1 Easy Steps
- 5 Flashites
- 5 Hold 'Em
- 1 Home Stretch
- 3 Keeno
- 5 Bowl Type 3 Slot
- 1 Lite-a-Line
- 5 Mad Caps
- 5 Mercurys
- 1 Palm Spring
- 2 Ricochet
- 1 Rose Bowl
- 3 Roll Overs
- 5 Sequences
- 3 Stoner Races
- 3 Turf Kings
- 5 Vogues
- 5 Wizards

and over 100 old games like Screamos, Cheer Leaders, Criss Cross, etc.

M. FORMAN, 103 Public Square, Watertown, N. Y.

RED, WHITE and BLUE

1850 COUNT JAR TICKET DEALS,
\$1.00 Set, in Dozen Lots; 90c Set in 1/2 Gross Lots.

POLLY SALES CO.
1607 Chicago Street, Omaha, Neb.

INDIANA OPERATORS

Music and Vending Men Boost Membership Roll

Heavy rains hurt attendance at meeting of State ops—officers are hard at work to complete plans—manufacturers' co-operation is a boost to gathering

By WALTER W. HURD

Rain fell upon the plans for the recent meeting of the new Indiana State Operators' Association. Nevertheless a splendid turnout brought about 100 people to the session held Sunday afternoon, April 16, in the Palm Room of the Claypool Hotel, Indianapolis. The purpose of the meeting was to get as many operators out as possible and to enlist their support as members of the organization. Charles W. Hughes, president, stated that a call meeting was held about two months ago to start the organization when certain legislation was threatening the business. Officers and directors were elected and they had been successful in defeating the unfavorable legislation.

The Indiana State Operators' Association, Inc., has been registered with the State and is now one of the active operators' organizations of the industry. The organization represents the vending machine and phonograph divisions of the trade, indicating a trend of operators of these types of machines to unite in opposing legislation which affects such machines unfavorably. The majority of operators present at the Indiana meeting either operated cigaret venders or phonographs, or both.

It was estimated by a show of hands that about 55 per cent of those present were music machine operators; 23 per cent said they were combination operators using both music and vending machines, and about 18 per cent said they were operators of cigaret machines as their chief business. One brave operator stood up to say he was a "slot machine operator."

Indicates Trends

There has been a decided trend in legislation during 1939 to regulate or tax cigaret machines and music machines. It usually happens that when a bill is introduced to tax one of these types of machines a similar bill is also introduced to tax the other type. It is a good sign that legislators are beginning to separate the different types of machines under different bills rather than to include all or a number of types in the same bill. But since legislators seem to have a tendency to consider music machines and cigaret machines along at the same time, it is natural to find music and cigaret operators grouping together in the same organization.

Officers of the Indiana organization are Charles W. Hughes, Ladoga, president; A. C. Evans, South Bend, vice-president, and H. J. Windt, Indianapolis, secretary and treasurer. Headquarters of the organization are at 3320 North New Jersey street, Indianapolis. The board of directors is composed of Charles W. Hughes, A. C. Evans, H. J. Windt, H. D. Dwyer Jr., Sam Gelb, Otto G. Jensen, Paul F. Jock, Fred Johnstone and Sam Weinberger.

These men all contributed much in

time, money and service to get the organization started and also to make the recent meeting a success. Also during the program several of them spoke for the good of the cause. Elsewhere in this issue Hughes pays tribute to the work and loyalty of the officers and directors.

Manufacturers Help

Most of the speeches made during the meeting were in the nature of pep speeches. An important factor was the co-operation given by manufacturers who had representatives at the meeting. They were invited to speak and thus help the cause along. It is highly probable that the talented representatives of manufacturing firms will contribute much to the progress of organization of operators in the various States. Many of these men travel over the country and can bring to the local meetings the benefits of wide observation as to what other organizations are doing in other parts of the country.

Among the speakers introduced for brief remarks were Mr. Price, representing U-Need-a-Pak; C. S. Darling, secretary of the National Phonograph Manufacturers group and also the National Automatic Merchandising Association; Leo Weinberger, Southern Automatic Music Co.; Jack Nelson, Rock-Ola Mfg. Corp.; J. E. Broyles, Rudolph Wurlitzer Co.; Mr. Cantor, National Vending Co.; Mr. Sholz, Decca records; Max Brannigan, RCA-Victor; Mr. Green, RCA-Victor. Recognition was given also to others in the audience.

I was assigned the subject of "The Future of the Coin Machine Industry." Several of the speakers confessed to me that they felt somewhat "on the spot" when addressing a group of operators, that it seems best to talk only in generalities, due to the controversial nature of many subjects now before the trade. This evidently indicates that speeches cannot be of much interest until live topics can be found upon which all sections of the trade are agreed. Some "common enemy" or cause must be found upon which speakers can express themselves freely.

Another contribution of manufac-

turers and their distributors to the success of State organization was seen in the displays made by three manufacturers of phonographs. The Rudolph Wurlitzer Co. and the Rock-Ola Mfg. Corp., in conjunction with distributors, had hotel room displays of phonographs in the Claypool Hotel, while the J. P. Seeburg Corp. phonographs were displayed at the Hotel Lincoln right across the street. After the operators' meeting many of them visited the display rooms and also enjoyed the refreshments and sociability provided.

Since the Indiana meeting was largely to enlist new members, there was no discussion of specific trade problems or objectives at the time. The program and purposes of the organization are to be placed before members at a later meeting. The Indiana organization is welcomed by the industry into the growing number of active State associations.

Will Call Meeting To Decide By-Laws

"To the Editor: It was indeed a pleasure to have you speak before the recent meeting of the Indiana State Operators' Association, and we hope again to have you talk before our members some time when we are not trying to enlist new members. The comments on your speech were all good and many made the remark to me that you had plenty more to tell.

"The weather was bad, having had so much rain, and I'm sure if the weather had been nice we would have had more operators present. Some were disappointed in the crowd and the response, but I realize how difficult it is to get operators to sign up until they are better acquainted with the organization.

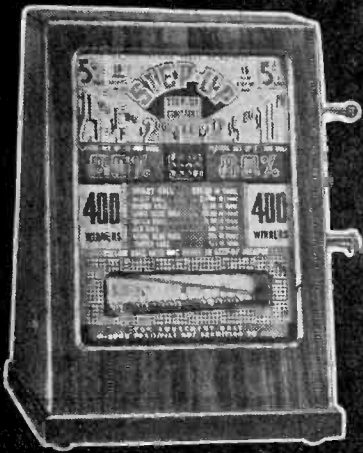
"The only announcement to be made at this time is that I have called a meeting of the board of directors for Sunday, April 23, to be held at the office of Harry Dwyer, Dwyer Novelty Co., Marion, Ind. The board will pass on the members who signed up at the last meeting and will also approve our by-laws, which in turn will be placed before the membership for approval later. We will want you to announce in *The Billboard* as to when and where this meeting will be held.—Charles W. Hughes, president, Indiana State Operators' Association, Inc."

Address of Hughes At Indiana State Meeting April 16

The following address of welcome and greeting was delivered at the opening of the meeting of the Indiana State Operators' Association, Inc., held at the Claypool Hotel, Indianapolis, Ind., on April 16, 1939. The address was given by Charles W. Hughes, of Ladoga, Ind., president of the organization.

Fellow Operators, Our Guests, Ladies and Gentlemen: I welcome you to the

IT'S THE
JACKPOT
THAT MAKES
STEP-UP
DIFFERENT!



Hurry! Hurry! Hurry! . . . Get your STEP-UPS while you can! Orders are pouring in with amazing speed! . . . Don't lose those good locations! . . . Don't put off your order! . . . We can still guarantee immediate delivery! Remember—the demand will soon exceed the supply!

PERPETUAL SALEBOARD COUNTER GAME!

STEP-UP combines the profit-features of Daval counter games with the appeal of big-money salesboards! NOT a coin operated machine, STEP-UP is an everlasting, flashy money-board game—perfect for any territory! STEP-UP eliminates daily or weekly renewals . . . can be instantly replenished . . . is precision built, cheat-proof, clog proof, guaranteed mechanically perfect . . . provides an easy check on all payouts . . . and is furnished with 3 different salesboard fronts, giving you 3 games for the price of one!

HURRY! ORDER STEP-UP NOW!

PRICE \$27.50
F. O. B.
Chicago

SUBSTANTIAL DISCOUNT ON QUANTITY ORDERS!

DAVAL • 315 N. HOYNE CHICAGO



COINMEN AT THE INDIANA STATE OPERATORS' ASSOCIATION meeting, held at the Claypool Hotel, Indianapolis, April 16. It was an inspirational pep meeting and many applications for membership were received. Music and vending machine operators are included in the organization.

first official meeting of the Indiana State Operators' Association, Inc.

Two months ago today, in this hotel, a called meeting of the Indiana State operators was held.

We were threatened with being legislated out of business by the Legislature then in session.

I had no part in calling that meeting and, like others, I came to study the situation we were facing.

I was asked by the temporary chairman to talk and I replied that I came to listen. I plainly said, "I have served before and maybe someone else could accomplish more than I." I advised them to give someone else a chance to lead us out of this position.

Several took the floor for me and all the other candidates for chairman withdrew.

I could not turn down the will of the majority.

Then the members voted that I appoint a general State committee of operators who would go to the front to save our investments. This I did.

Much discussion followed on the organization of a State operators' association. A vote was taken and the majority ordered that one be formed and incorporated under the laws of the State of Indiana to protect this business against political onslaught.

Members of the State executive committee met after the general meeting February 19, 1939, and organized as follows:

Charles W. Hughes, Ladoga, president; A. C. Evans, South Bend, vice-president, and H. J. Windt, Indianapolis, secretary and treasurer. Another organization meeting was held February 23 in Indianapolis, and one at Ladoga April 2, at which time all signed the articles of incorporation. On April 5 the birth of a new State (not-for-profit) organization was chartered by the secretary of state.

Your officials and board of directors have accomplished all your members ordered February 19. That was a big order, but it was accomplished while you went along with your business hoping, and we left our business, when necessary, to save all of us.

I am happy to introduce to you your new State organization: A. C. Evans, South Bend, vice-president; H. J. Windt, Indianapolis, secretary-treasurer, and the following directors, Harry Dwyer, Dwyer Novelty Co., Marion, Ind.; Otto Jensen, Jensen-Jensen Co., Logansport; Paul F. Jock, Guarantee Distributing Co., Indianapolis; Fred Johnstone, Shry Music Co., Anderson; Sam Weinberger, Southern Automatic Music Co., Indianapolis.

These men are all prominent and have a lot of money invested in this business. They are men who have the confidence of their fellow operators, and they would not care to give their time or money if they were not convinced that we must organize the same as any other legal business. I want you to know that I am personally proud of every man on this board of directors. They are not "yes" men for me. They are men with experience and who have minds in which to think and analyze any situation. That is why this organization will go forward and be a success because it is not a one-man organization. This board has raised what money we have needed among ourselves.

No high-pressure for funds will be tolerated. You are going to be given the opportunity to go along with us in this work if you are convinced that we are following the right course. We need your co-operation and I feel certain you will profit more if you have ours.

Paris Reader Turns Back to Labor Article

"To the Editor: I was just reading an old editorial of yours (I do go back and read them occasionally) and I ran across the one entitled *Labor*, which I think is good.

"The only other person I ever knew to express himself in about the same way was Mark Hanna. My father was his business associate and it was thru him I would hear what Hanna had to say that day.

"Get labor and you have all,' he would say. He was one of the few who was able to capture it and hold it.—C. M. C., Paris, April 8, 1939."

Lumbermen To Meet in Baltimore in September

CHICAGO, April 22.—Baltimore has been chosen as the site of the 42d annual convention of the National Hardwood Lumber Association. The convention, President Joseph L. Linehan reports, will be held September 21 and 22.

According to statistics compiled by the association, use of hardwood lumber rose sharply in March. A part of this, it is said, was credited to the coin machine industry, which is a heavy user of wood for coin-operated equipment.



KAY RUSSELL being complimented by Fred Pray, of the Rock-Ola New York offices, on being named Miss Luxury Lightup of New Jersey in honor of the Luxury Lightup phonograph. Scene is at the National Vending Co. party in Elizabeth, N. J.

Ah, Yes!



Ah, yes! Mills Free Play One-Two-Three Table has brought back bulging cash boxes and a renewed faith in table operating. Consult your distributor! Mills Novelty Co., 4100 Fullerton Avenue, Chicago, Illinois.

IT'S EASY to pick those HOT \$\$\$ BASEBALL TALLY CARDS Any Size--Any Kind From the largest and most complete stock.

SERIES Daily and Weekly large tickets, machine folded and sewed with your own label imprint.

Write for Samples and Prices. **Wheeling Novelty Co. Incorporated** 57 14th St. Wheeling, W. Va.

WANTED! SALES MANAGER

An old successful manufacturer is looking for a sales manager with experience in marketing novelty games, phonographs and other coin-controlled devices. State experience, past connection and salary.

Correspondence strictly confidential. Address

BOX 381, The Billboard, 54 W. Randolph St., Chicago

KNIFE BOARD
A Knife With Every Punch
There Are No Losers

Complete 12-Hole Sales Card and 12 Jack Knives. Punches cost from 1c to 39c. Brings operator \$4.00. Wt. 2 Lbs. Postage extra.
BB12—\$2.00
Deal...
5 Deals, \$ 9.25
10 Deals, 17.50

LEVIN BROS. TERRE HAUTE, INDIANA.

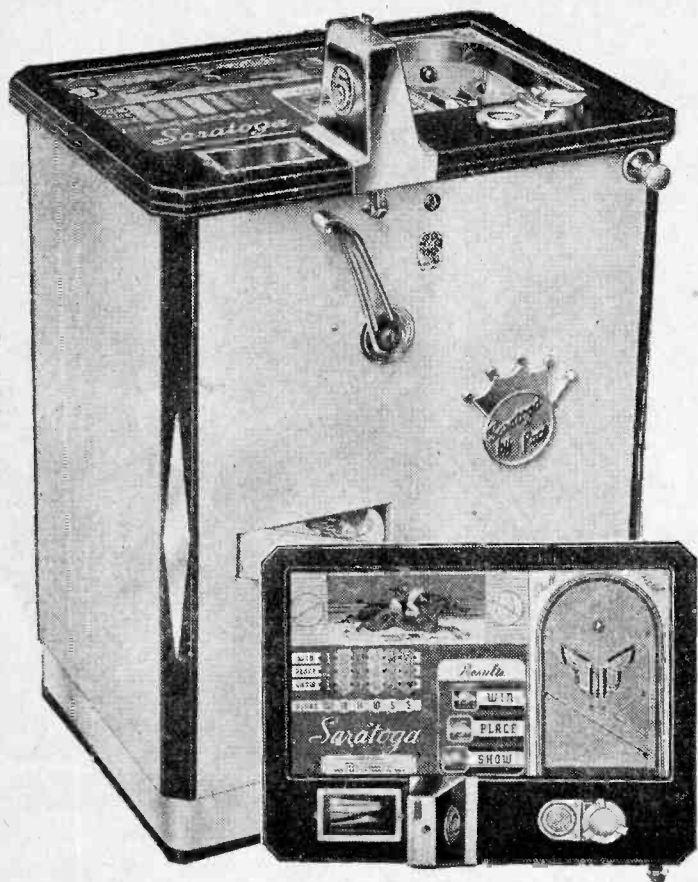
New 1939 Model "E" SELMOR
\$6.25 SAMPLE
(Cheaper in Quantities)
Vends all CANDIES, TOYS, BALL GUM, brings BIGGER PROFITS! New stylized design, chromium and baked enamel.

SLUG REJECTOR
Sample \$1.50
(Cheaper in Quantities)
Stops slug chisellers, easily installed. Fits SELMOR, Universal, Silver King, Columbus and other machines.

ASK US ABOUT EXTRA PORTION DEAL!
GREAT STATES MFG. CO.
Dep't. E, 1601-09 E. 39th St., Kansas City, Mo.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

PAGE'S
Saratoga
CONSOLE BELL



\$134⁵⁰
SLUG REJECTOR
\$10.00 EXTRA

Practically 100%
SLUG PROOF
with or without Skill Control
SARATOGA

IS PACE'S MECHANICALLY OPERATED DE LUXE BELL MECHANISM WITH FLASHY ELECTRIC LIGHTED PLAYING FIELD, ENCASED IN A BEAUTIFUL CONSOLE FLOOR MODEL—WITH OR WITHOUT SKILL DEVICES, AND STANDS OUT SUPREME AS COMPARED WITH ANY CONSOLE MODEL MACHINE EVER PRODUCED, AT ABOUT 1/2 THE PRICE OF ORDINARY ELECTRICAL JUNK MACHINES.

Approved and Endorsed by These and Other Leading Distributors!

- | | |
|--|--|
| BANNER SPECIALTY CO.
1530-32 Parrish Street,
PHILADELPHIA, PA. | VENDING MACHINE CO.
205 Franklin Street,
FAYETTEVILLE, N. C. |
| WISCONSIN NOVELTY CO.
101 North Main Street,
FOND DU LAC, WIS. | AUTOMATIC COIN MACHINE COMPANY
37-43 Essex Street,
SPRINGFIELD, MASS. |
| FRANK de GRAAUW
ABBEVILLE, LOUISIANA. | BADGER NOVELTY CO.
2546 North 30th Street,
MILWAUKEE, WIS. |
| UNITED AMUSEMENT CO.
3-111 Main Street,
KANSAS CITY, MO. | THE SILENT SALES CO.
204-206 Eleventh Ave., S.,
MINNEAPOLIS, MINN. |
| MOSELEY VENDING MACHINE EXCHANGE
OO Broad Street,
RICHMOND, VIRGINIA. | SPARKS SPECIALTY CO.
549 Mulberry Street,
SOPERTON, GEORGIA. |
| A. P. SAUVE & CO.
3002 Grand River Road,
DETROIT, MICH. | STAR SALES CO.
108 West Hill Avenue,
VALDOSTA, GEORGIA. |
| MAIN AUTOMATIC SERVICE CO.
11 Talbot Ave.,
ROCKLAND, MAINE. | DIXIE COIN MACHINE CO.
912 Poydras Street,
NEW ORLEANS, LA. |

PAGE MFG. CO., Inc.
2909 INDIANA AVENUE CHICAGO, ILL.

WE'RE MOVING TO

OUR OWN BUILDING
519 WEST 47th ST. NEW YORK

MUCH LARGER QUARTERS, MORE ROOM TO
GIVE YOU SERVICE, NO PARKING PROBLEM.

ALL LATEST HITS ON DISPLAY

DAVAL'S—BOX SCORE
EXHIBIT'S—SKY ROCKET
CHICOIN'S—TOPPER
MILLS'—THRONE OF MUSIC

READY FOR BUSINESS AT THE NEW ADDRESS
WEDNESDAY, APRIL 26

GEORGE PONSER

519 WEST 47TH STREET

**Photomatics at
N. Y. World's Fair**

NEW YORK, April 22.—A machine that takes and frames a self-portrait automatically in just two-thirds of a minute is expected to attract much attention at the 1939 World's Fair in New York.

According to advices from the exhibitors, two special buildings in the amusement area have been built exclusively to house the Photomatic machines, and there will be five other studios in advantageous locations thruout the grounds. The machines will be operated by the 20th Century Photomatic Corp.

Description of the machine to be used at the fair, as related by the exhibitor, follows. "The machine is a large booth, colored blue, silver and orange, in which one or two persons can comfortably sit. The patron faces a glass panel, poses himself as he wishes, inserts a coin and his portrait is taken automatically. Forty seconds after a perfect picture, already framed, drops out of a chute in the booth.

"The Photomatic buildings are unique and modernistic in design. They will be easily identified by the reproduction of a huge candid camera atop each building. In the lens of these cameras, actual moving pictures and slides will be projected. The walls of the building are of multi-colored lucite glass, brilliantly illuminated night and day.

A battery of Photomatics in both buildings will take care of all visitors. Almost a hundred different types of photographic souvenirs will be available here, with a specially developed process enabling the patrons to have their photomatic pictures reproduced on rings, bracelets, lockets, wallets, and other similar personal Fair remembrances.

The automatic picture-taking machine is made by the International Mutoscope Reel Co. This firm, in 1895, manufactured the original mutoscope, the forerunner of the modern motion picture.



COLUMBIA
CIGARETTE BELLS

POPE DISTRIBUTING CO.

519 Ouachita Ave.
Monroe, Louisiana

QUALITY SPEAKS FOR ITSELF

20 KENTUCKY CLUBS @ ----- \$ 75.00
27 1938 TRACK TIMES @ ----- 105.00


Each One Reconditioned and Guaranteed.
1/3 Deposit With Order, Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 Carnegie Ave., -----Cleveland, Ohio.



THOMAS COWELL AND DAVE MEEHAN, Erie, Pa., look over Mills' new-style One-Two-Three with the new free play recording device.

watch for Snooks



STEP-UP



PERPETUAL SALESBORD COUNTER GAME!

Amazing new Daval Combination Salesboard and Counter Game with 3 flashy JACK-ROCK Fronts! ORDER NOW!

PRICE \$275.00

ACME NOV. CO. 1124 Hennepin, Minneapolis.

PAYTABLES

1 Thistle-down	\$ 89.50
1 Grandstand	89.50
1 Keeney's Pot Shot (Used One Day)	125.00
1 Sport Page	70.00
1 Fairgrounds	32.50
2 Fleetwoods	30.00
1 Mill's Flasher	35.00
1 Ak-Sar-Ben	32.50
1 Stables	19.50
5 Arlington	19.50
1 Preckness	19.50

CONSOLES

2 1938 Track Times	\$ 95.00
1 Black Cab. Track Times	75.00
1 Good Luck (Slug Proof)	50.00
All Machines in First-Class Condition.	1/2 Deposit.

MACK F. PHILLIPS COMPANY
Box 443, Garber, Okla.

A NEW WINNER

Legal Everywhere in U. S. A. Be the first in your territory and clean up with this new smash hit that pays out with amazing speed. Pick your Tie and pay what's under seal. 1c to 25c. No higher. Everybody plays. Comes packed 12 beautiful assorted new patterns silk tailor-made ties in box. Deal Takes in \$2.50. 1 Sample Deal prepaid, \$1.35. 6 or more Deals, \$1.25 Each. Write today.

S & K SALES, Inc.
Dept. L.
100 N. Broadway, St. Louis, Mo.

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities. In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Houston

HOUSTON, April 22.—Edwin C. Lear, local Electro Ball Co. representative, recently covered most of the South Texas territory. He stated that operators from all parts are reporting increased income. Lear believes that the remote control will be a large factor in increasing the phonograph business. It has already proved itself and appears to be even better than first was hoped for or expected. Good phonograph sales are reported from the Houston office.

Stelle & Horton, South Texas distributors for Rock-Ola phonographs, reported an all-time high phono sales record for the month of March.

H. M. Crowe, local Decca distributor, was taken to a hospital after a severe attack of indigestion, recently.

Ed Stern, Seeburg factory representative, recently made one of his frequent visits to Houston. Stern made his appearance at the time the local Electro Ball Co. received its first remote-control set.

Jack Armstrong, Houston operator, recently had a wreck with his new Buick. Altho he was not hurt, his car was badly damaged. The other car involved was a taxicab.

J. W. Smalley, Electro Ball representative, recently made a business trip to Dallas office.

Charlie Fogarty, representative of the Superior Mfg. Co., stopped over in Houston for a few days. He reports brisk sales in his salesboard lines. He went from Houston to Corpus Christi.

A. C. Hughes, phonograph manager of Electro Ball Co., was confined to a sanitarium while on a business trip to Chicago. He was reported much better but still confined to his bed on April 14.

J. B. Belin, Houston operator, is now a proud owner of a new motorboat, which he keeps at Kemah. Belin can be seen most any Sunday taking a turn around the bay in his new speedster. Other operators frequently seen at Muecke's, on the bayshore, are George Cunningham, Jack Armstrong and Henry Cruse. Houston operators take their boating seriously.

Hans von Reydt, Wurlitzer agent, has recently purchased a spacious and well-equipped cabin cruiser and along with the other phonograph men spends most of his week-ends on the water.

Alvin (Frenchy) Carte, well-known Cuero operator, was a recent visitor to the Electro Ball Co. Carte is expanding thruout the Cuero territory with new equipment.

Out-of-town operators who shopped for equipment in Houston recently included: Ervin Herzik, of H. & D. Phonograph Co., Schulenburg; E. B. Smith,

EVANS' FLAT TOP "SLOT" SENSATION

LUCKY LUCRE

WITH NEW LEGAL SKILL FEATURE!

5 "BELLS" IN ONE!



Hailed by the country's leading operators as the biggest money-maker they ever operated! Attracts crowds and permits 5 persons to play at one time. Has numbered slot and payout cup for each. 5 times the earning power with a single machine. Pays 3-1 to 18-1 odds, also guaranteed Jackpot of \$5.00 or more in nickels to each player! Sensational new Skill Feature makes it legal everywhere.

Has famous Galloping Dominos, silent, shielded mechanism, absolutely dependable and tamper-proof. Evans' new gyp-proof 5-coin head positively stops gyping—engineered to accept the new Jefferson nickel. Dozens of other Evans' sure-fire features! Available with Fruit Bell or Sports symbols!

HAS NO EQUAL!

Beware! Imitations are inferior and can't make the profits of Evans' Lucky Lucre! They're designed to cheat you! Accept only the genuine and be sure!

OTHER EVANS' HITS
Lucky Star — Bang Tails — Galloping Dominos
Rolletto Sr. (Ideal for Clubs, etc.).

AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

GOTTLIEB'S

IT'S HOT • LOT-O-FUN • IN STOCK

EXCLUSIVE DISTRIBUTORS, NEW YORK AND NEW JERSEY
STONER'S CHUBBIE IS STILL GOING STRONG!
Write for List of Used Games! Low Prices!

BUDIN'S SPECIALTIES, Inc. 174 S. Portland Ave. BROOKLYN, N. Y. Tel: Nevlins 8-7528

Neederland; A. A. Berry, Edna; A. E. Schatz, Lyons; Bob Cowey, La Marque; Bill Tinlin, Beaumont, and I. D. Phillips, Beaumont.

The vocal number, *What Difference Does It Make?*, only original answer to *It Makes No Difference Now*, both composed by Floyd Tillman, was the latest Decca best seller in Texas.



RALPH MILLS, vice-president of Mills Novelty Co., is now holder of the world's record for white marlin on a 12-thread line. It was caught while participating in the Miami fishing tournament. He landed a 141-pound white marlin which put him in the lead of the white marlin division by exactly 23 pounds. The fight lasted an hour and a half and is the second largest fish of any species registered in the fishing tournament. Mills used a 3-0 reel and a rod with a six-ounce tip.

WILL TRADE

Brand New **PULL-A-BALL**

COUNTER GAMES FOR USED COUNTER GAMES

OF WHAT HAVE YOU?

SUPERIOR SALES CO.
1215 Diversey Blvd., CHICAGO

McCALL'S WEEKLY SPECIALS

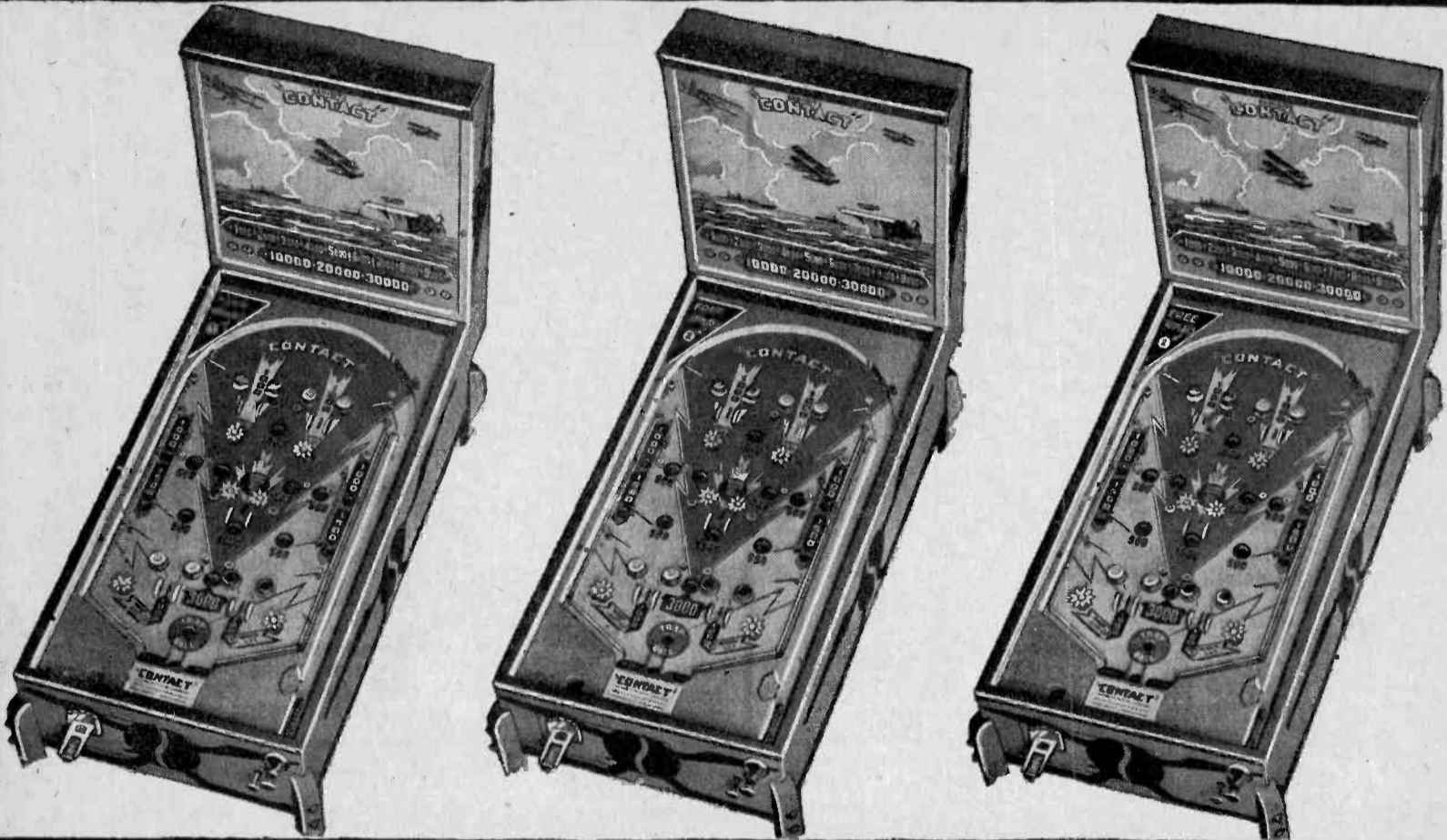
Daval Races	\$ 3.50
Bally Nugget	6.50
Deuces Wild	12.50
Reel "21"	4.50
Horse Shoes	4.50
Bally Baby	7.50
Joker	12.50
Tally	7.50
Reel Spct	5.00
High Stakes	6.00
Dixie Dominoes	8.50
Penny Races	3.50
Reel Races	7.50
Klip-a-Kopper	\$35.00
CONSOLES	69.50

Tanforan Liberty Bell with electric fronts 39.50
Wurlitzer 412. WANTED Bally Thistle-down and Bally Grandstands.

Mills Vest Pocket Bell and Bally Grandstands.

3147 Locust St., St. Louis, Mo. **McCALL NOVELTY CO.**

~~3000~~
~~3800~~
4600 LOCATIONS *Can't be wrong* **EXHIBIT'S 1939 CONTACT**
Smashes All Records for Earnings

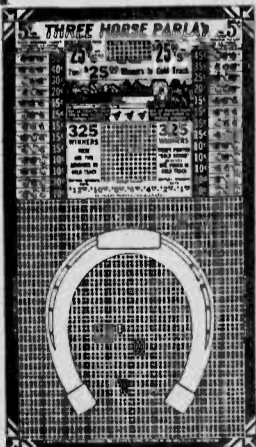


YOU TOO WILL BE USING 2 and 3 'CONTACT'S ON EVERY LOCATION

REGULAR MODEL **89⁵⁰** Avoid Delivery Delays by Ordering Immediately **FREE PLAY MODEL 99⁵⁰**

EXHIBIT SUPPLY CO., 4222 WEST LAKE ST., CHICAGO

ANOTHER ORIGINAL



Superior again scoops the salesboard world with a startling innovation in symbol boards. Tickets in **THREE HORSE PARLAY** printed in brilliant colors and bear reproductions of three horses. Horses are printed in different colors, the combination of various colors determining value of ticket. A 2600-hole board, **THREE HORSE PARLAY** will soon be available in

the popular 1600-hole size also. We sell operators only. Weekly commitments invited. Write for full details.

SUPERIOR PRODUCTS
14 N. Peoria St., Chicago, Illinois

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Retail Locations To Have Forum

WASHINGTON, April 22.—The first Retailers' National Forum will be held in Washington on May 22 and 23 under the auspices of the American Retail Federation, according to announcement recently. Nationally known leaders will discuss the general theme "Retailing and America Today."

This theme will bind together a program focusing attention on the problems of modern distribution and "the relationships between government and retailing that rise above partisan politics," it was stated. Large and small retailers from every State and representing every type of distribution will be in attendance.

\$20 Mercantile Tax Fought by Pa. Ops

PHILADELPHIA, April 22.—A case of far-reaching importance to the amusement machine industry in Pennsylvania will be argued before the Supreme Court of this State on May 8. The issue before the judicial body is the legitimacy of the \$20 mercantile tax on the first machine and \$15 assessment on the subsequent devices.

Lemuel Schofield and Bernard R. Cohn, attorneys for the Coin Machine Operators' Association of Pennsylvania, will argue that these taxes are confiscatory and unconstitutional. Exemption will be sought for all pinball games covered in the legislative act which imposed the tax.

An earlier decision handed down by Judge Gerald Flood, of the Common Pleas Court, upheld the act. Briefs for an appeal were immediately filed, with the result that hearings will soon take place. Local operators in the meantime are busy creating sentiment in favor of House Bill 426, introduced by Representative Seitz, which will reduce the mercantile assessments to \$2 per machine. The measure is expected to have

an early hearing, and it is hoped that little opposition will be encountered.

Restaurant Sales Volume Increasing

NEW YORK, April 22.—One of the sure signs that times are improving is a recent report that restaurants are noticing a rise in sales volume and number of patrons. Coinmen herald this report inasmuch as restaurants are one of the best types of locations. The report stated that while the rise was not spectacular, it was steadily climbing higher.

Restaurant sales in March, according to the National Restaurant Association, were only 1 per cent lower than in 1938, compared with a February decline of 5 per cent and an average monthly loss of 4 per cent since the reports were started last year. Restaurants reporting for the survey did a business of \$3,229,500 in March and were widely distributed throughout the United States and Canada.

Beverage sales, the report showed, were higher than a year ago on the average, but comprised only 2 per cent of the sales total.

U. S. Still Leads In Export Goods

WASHINGTON, April 22.—The U. S. Chamber of Commerce made public this week that altho the United States was the world's largest exporter in 1938, it suffered a decline of 7.6 per cent in valuation of exports. On the import side this country was the last on the list of major powers, with a decrease of 35 per cent below 1937.

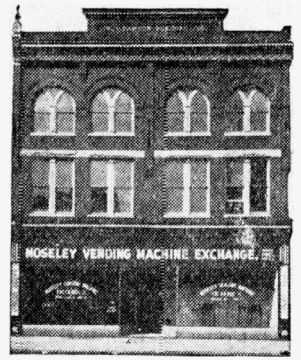


JACK KEENEY, head of J. H. Keeney & Co., who is now in the East arranging for spring and summer business schedules with Keeney distributors.



H. F. MOSELEY, Pres.-Treas.

1000 Brand New 5-Ball Novelty Games with Free-Play Slot Available for immediate delivery: Carload of Bally's Fifth Inning and Spottem Exhibit Contact--Genco's Rink--Mills 1-2-3 Chicago Coin's Major--Daval's Box Score Pace's Saratoga.



OPERATORS AND JOBBERS—WE ARE MANUFACTURERS' DISTRIBUTORS. ORDER IMMEDIATELY OR WIRE FOR PRICES F. O. B. RICHMOND.

Write us regarding your requirements on any coin operated machines—new or used. We have in stock all the latest machines as soon as they are released by the manufacturers and also a large complete stock of used machines at all times.

CONSOLES	
1 EVANS BANG TAIL	\$ 62.50
1 BALLY LEXINGTON F. S. 5c	90.00
4 DOMINOS, Black Cab. Cash	62.50
3 LIBERTY BELLS, Slant Top	30.00
2 EXHIBIT LONG CHAMPS, F. S.	65.00
1 CHUCK-A-LETTE, Single Slot	20.00
1 STONER'S CHAMPS	35.00
1 LIBERTY BELL, Flat Top	25.00
1 EVANS ROULETTE	30.00
1 PACIFIC DOMINOLE	20.00
2 DOMINOS, '38, Used 6 Weeks	180.00
2 DOMINOS, '39, Used 30 Days	190.00
2 TRACK TIMES, '38, Used 30 Days	175.00
2 SKILL TIMES, '38, Used 30 Days	195.00
2 KEENEY PASTIMES, Used 30 Days	250.00
For Remote Control add	20.00

PACES RACES	
4 Light Cab. 30 to 1 Check Sep. Nos. 5328, 5243, 5312, 5339	\$120.00
1 Light Cab. 30 to 1 Check Sep. No. 5856	140.00
1 Black Cab. 20 to 1 Cash Pay. No. 3056	69.50
1 Black Cab. 30 to 1 Cash Pay. No. 4012	69.50
1 Black Cab. 20 to 1 Cash Pay. No. 3989	69.50

COUNTER GAMES	
4 JENNINGS GRANDSTANDS, 1c	\$15.00
2 JENNINGS GRANDSTANDS, 5c	15.00
2 PENNY SMOKES	5.00

24 PENNY PACKS, 1c. Color, Orange. Revolving Base Equipped With Meter, Mechanically Perfect, Used 3 Weeks	
6 TALLYS, Numbered Reels	\$10.00
2 BALLY NUGGETS	12.00
1 BALLY RELIANCE, Need Repairs	5.00
4 3-WAY GRIP TESTERS	10.00
4 VEST POCKETS, F.S., Late Model	9.00
6 MILLS TICKETTE	41.50
2 PENNY PACKS, Coin Div.	3.50
6 WESTERN CIGARETTE, 1c Dice	17.50
4 PENNY PACKS, Color, Blue	3.50
2 LUCKY PACKS, Cig. Mach.	5.50
2 DEUCES WILD	9.00
2 SPINNER WINNERS, Like New	25.00
2 BALLY BABY	9.00
1 GET-A-PAK	25.00
	5.50

PHONOGRAPHS	
2 GABEL CHARME, 12 Rec.	\$45.00
2 GABEL JR.	30.00
1 WURLITZER P-10	30.00
3 WURLITZER 412	65.00
1 U-POP-IT Pop Corn Mach.	50.00
4 JENNINGS CIGAROLAS, Model V. Ser. 135199 up	90.00

AUTOMATIC PAYOUTS	
1 HEAVYWEIGHT	\$10.00
18 THREE-UPS, Rebuilt	47.50
1 ARLINGTON	22.50
1 DAILY RACE	12.50
1 FLICKER	15.00
1 PALOOKA, 6 Slots	15.00
1 BALLY DERBY	15.00
1 PIKES PEAK	7.50
1 SARATOGA, Perfect	15.00
1 MILLS 1-2-3, Orig. Mod.	24.50
1 WESTERN QUINELLA, 7 Coin	40.00
1 CLASSIC	7.50
1 GOLDEN WHEEL	12.50
3 BREAKNESS	18.50
2 EUREKA	89.50
2 STONER'S ZIPPERS	29.50

5-BALL NOVELTY	
2 BALLY RESERVES	\$17.50
1 WAR ADMIRAL	15.00
3 STONER'S RACE, Like New	9.00
1 FINAL SCORE	12.00
1 BALLY BOOSTER	10.00
1 DOUBLE TRACK	20.00
1 BALLY BUMPER	10.00
3 REQUEST	30.00

SLOTS	
1 MILLS FUTURITY, 25c	\$30.00
1 MILLS FUTURITY, 10c	25.50
1 MILLS FUTURITY, 5c	25.50
8 MILLS Blue Front, 5c, G.A.V.	39.50
1 MILLS Blue Front, 5c, G.A. Bell	39.50
2 MILLS Regular 5c G.A. Bell	35.00
2 MILLS Regular 5c G.A. Ven.	27.50
1 MILLS 10c War Eagle Bell	27.50
2 MILLS 5c Silents	20.00
2 MILLS 5c Dial Ven.	15.00
1 MILLS 25c Bell, Like New	12.50
2 MILLS 5c Ven. Comet, J.P.	69.50
1 MILLS 5c Cherry Ven.	12.50
1 MILLS 5c Sin. J. P. Bell	52.50
1 WATLING 5c Sin. J. P. Bell	10.00
1 WATLING 10c Rolatop, G.A.V.	22.50
2 WATLING 1c Twin J.P. Ven.	17.50
4 PACE BANTAMS Ven.	12.50
1 PACE COMET BELL, 10c	12.50
1 PACE BELL, No J.P., 25c	25.00
1 JENN. VICTORY Ven., 50c	10.00
1 JENN. Bell, No J.J., 25c	35.00
1 JENN. Single J.P. Ven., 5c	10.00
3 JENN. Side Ven. No J.P., 5c	7.50
1 JENN. 5c Chief Console	40.00
2 CAILLE BELLS, No J.P., 5c	10.00
2 COLUMBIA BELL, 5c	30.00
2 CAILLE CONSOLES, 5c	50.00

NOTICE! We are exclusive distributors for Rock-Ola De Luxe Luxury Lightup and Standard Lightup Model Phonographs for States of Virginia and North Carolina. Write for Circulars and Prices.

Above machines offered subject to prior sale. 1/3 certified deposit with order, bal. C.O.D.

The above prices are effective April 29, 1939.

We have coming in next week BALLY'S VICTORY which is a 1-ball machine similar to the Eureka. It is a metered machine with all improved features. Your price will be the lowest.

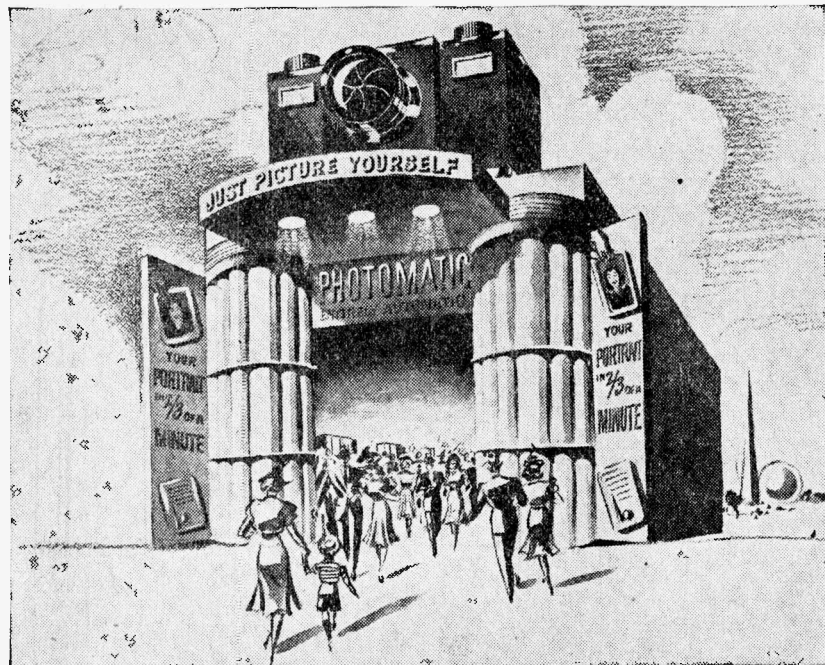
TELEPHONE, WIRE OR WRITE US YOUR ORDERS. Ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EXCHANGE, Inc., 00 BROAD STREET, RICHMOND, VA. Day Phone 3-4511 Night Phone 5-5328

Paris

PARIS, April 22.—In the recent "Week of Bounty," held thruout France, a new idea taken from the salesboard made its appearance on the streets and furnished a perfect control on collections. School children, who were appointed by the committee in charge to solicit donations from door to door and on the street, were given a block in every way resembling the salesboards, which is illegal in France. Each hole punched out was to report 10 centimes, and when the child and her board had completed the quest and the 100 holes had been

uncovered, showed a net return of 10 francs (32 cents) for sweet charity. The Fifth Annual Exposition of Amusement Machines will be held May 16-17 in spite of troubled international affairs. Rene Godin, editor of *La Revue de l'Automatique* and sponsor of the exposition, reports that on three occasions (one put him in his captain's uniform) in the past year his plans have been disorganized, but this is going thru in spite of wars, scourge of floods, and he seems to mean it. The exposition will be held as last year at the "Salle Hoche," and all indications point to a good show.



PHOTOMATIC, THE AUTOMATIC PICTURE TAKING MACHINE, will reign in the above building at the New York World's Fair. Another building, similar to this one, in addition to five other studio locations, will present the Photomatic to fair-goers.

WE'RE SWAMPED!

Literally snowed-under with orders for

'TAPS'

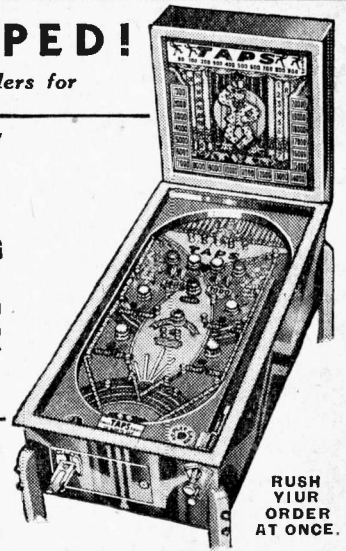
SENSATIONAL LAUGH-PROVOKING 5-BALL NOVELTY TABLE

WITH 4 BRAND NEW FEATURES: Animated Tap Dancer • Skill Jackpot • Free Game and Free Ball Hole • New V-Type Ball Trap and Kicker. Regular Model \$89.50 Free Play \$99.50

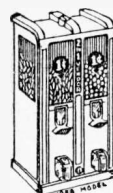
We ask you to be patient. We are doing our utmost to make quick delivery.

THE HARRY HOPPE CORP.

Manufacturers, 2738-40 N. Paulina St. Chicago



RUSH YOUR ORDER AT ONCE.



WRITE TODAY FOR OUR FREE CATALOG OF OVER 100 DIFFERENT NEW AND USED VENDING AND AMUSEMENT MACHINES

● PERFECTLY RE-CONDITIONED PIN GAMES ●

Paramount ..\$22.50 Alrway\$ 6.00 Bally Zephyr..\$ 8.00
Regatta 32.50 Marvel 10.00 Lightning ... 12.50
Fleet 12.50 Silver Flash.. 7.00 Nags 15.00

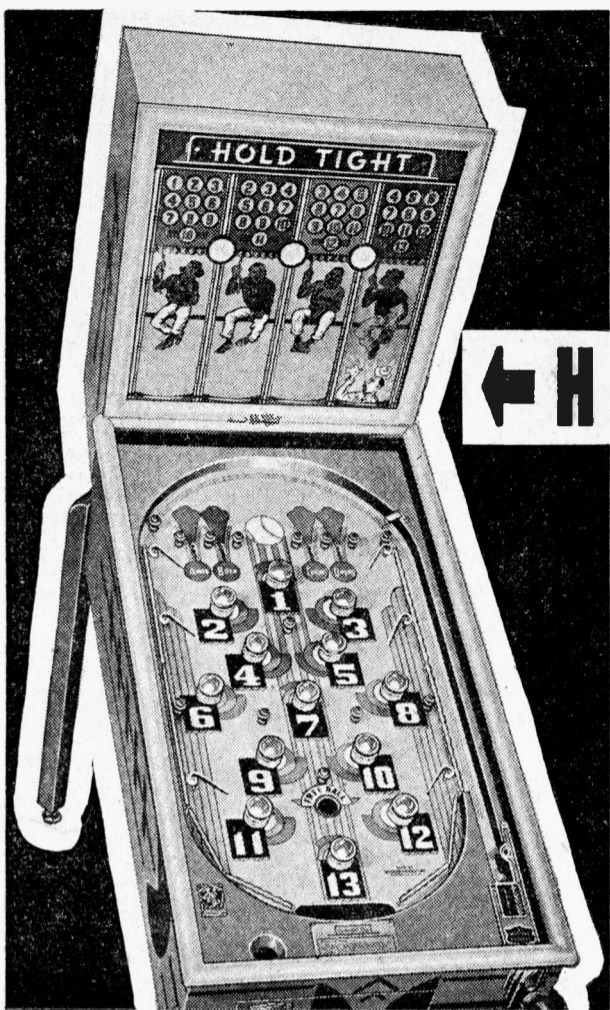
2 IN 1 VENDOR Vends 20 Items

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



1c-15c-20c Cigarette Machines

ARCADES, PARKS, SPORTLAND and CLEAN EQUIPMENT — A-1 CONDITION AND	OPERATORS LOWEST PRICES
Mills Vest Pockets... \$ 37.50	Bally's Klondike... \$49.50
1338 Bangtails, Used 3 Weeks	Western's Derby Times. 79.50
1938 Keeney Skilltimes 89.50	Keeney's Derby Champ, 9-Coin Play
1938 Keeney Tracktimes 84.50	Photo Finish
1938 Keeney Kentucky Clubs	Bally Basket Ball
69.50	Bally's Rambler, 10-Ball. 9.50
Buckley's Track Odds.. 79.50	
	DIGGERS
	Mutoscopes, Black and Brown Cabinets, Merchantmen, Flat Tops, Dome Tops and Streamlines, Electro Holists, Rotarys and Rotary Claws. Write for best prices on Digger Merchandise.
	BEST NOVELTY COMPANY, 1047 ST. CLAIR AVE., CLEVELAND, OHIO.



Introducing

THE GREATEST OF ALL NOVELTY GAMES

← HOLD TIGHT

★ A sensation overnight! Operators immediately recognized that "Hold Tight" would be their greatest money maker—players immediately were thrilled with the amount of fun in playing the game.

4 SCORING PANELS—4 ways for the player to score. When a ball crosses a switch the corresponding darky on the backrack is dumped into the water, starting the scoring in that panel. The various bumpers on the board light up corresponding lights in the back rack. 4 ways to win—4 times the fun—4 times the play.

HOLD TIGHT
FREE GAME **\$99.50**

WESTERN PRODUCTS, INC., 925 W. NORTH AVE., CHICAGO

CLOSE-OUTS

ONE-BALLS	NOVELTIES	SLOT MACHINES
Grandstands \$79.50	Bally Royal \$42.50	Jennings Ec Chief \$17.50
Winning Tickets 79.50	Palm Springs 22.50	Mills 5c D. J. P., Recon-
Fairgrounds 24.50	Super-Zeta 19.50	ditioned 10.00
Fleetwoods 24.50	Bally Venco 12.50	Mills 1c S. J. P. (Con-
1-2-3s 19.50	Atlantic Cities 9.50	verted from 5c) 10.00
Arlington 19.50	Silver Flash 9.50	Callie 25c 4-Reel J. P. ... 12.50
Turf Champs 9.50	WITH RESERVE	Mills 10c and 25c S. J. Ps
CONSOLES	Stop and Go \$44.50	Reserve 8.50
Triple Entries \$144.50	Side Kick 34.50	30 x Folding Stands... 1.45
Square Balls 59.50	Odd Ball 32.50	Paramount 24.50
Skillfields 24.50	Spinner 22.50	Balance C. O. D.
A.B.T. Target Skill... 12.50	Paramount 24.50	
1/3 Deposit — 1/2 Deposit On Items Below \$19.50		

Maryland Coin Machine Co.

5910 MARLUTH AVE., HAMILTON 4936. BALTIMORE, MD.

K C LEADS AGAIN—BALLY DISTRIBUTORS GET OUR LOW PRICES ON NEW GAMES

Multi Free Races \$42.50	Flight \$24.50	Dux \$10.00
Western Ak Sar Ben, Clubs 29.50	Review 19.50	Green Light 17.50
Free Play 29.50	Fleet 14.50	Nags 15.00
Keeney Free Races 37.50	Zip, Brand New 39.50	Cadet 15.00
Keeney Stablemates, Free Play 39.50	New Ritz Consoles, in Crates 39.50	Sport Page, Factory Re-conditioned 90.00
Keeney Big Tom, Free Play 39.50	Exhibit Basket Ball 10.00	Thistledown 95.00
Keeney Hit, Free Play 34.50	Bally Bounty 12.50	Ski 'H, 5-Ball Ticket... 12.50
New Suspense, in Crate 39.50	Bally Reserve 12.50	Caom 12.50
Oscar Jackpot 24.50	Jungle 12.50	Preakness Ticket 22.50
Odd Ball, Plain 29.50	Gay Time 12.50	Turf Champs 17.50
Robin Hood, Jackpot... 24.50	Hi Lo 15.00	Odd Ball Reserve 34.50
	Ragtime, Free Play 29.50	Eltora 12.50

Write for Complete List. 1/3 Deposit, Balance C. O. D.

K C VENDING CO., 415 Market St., Philadelphia, Pa.

J. H. Keeney On Eastern Trip

CHICAGO, April 22.—J. H. (Jack) Keeney, head man of the House that Jack Built, is "way down east" at the present time on a contact tour among Keeney distributors. He is arranging for spring and summer business schedules, according to the firm.

J. H. Keeney & Co.'s introduction of a new 1939 Super-Track Time has, according to Keeney, meant "players and the locations knowing of Track Time, and now hearing of Super-Track Time, want this new model with the nine-coin head and the even or odd play feature.

"This odd or even feature play principle," explains Keeney, "gives the player the privilege of playing odd or even in addition to his number selections.

"Shipments of the regular cash payout, and likewise the skilltime and remote-control models, are going out at a fast rate," he concluded.

Spinner-Winner In 48 States

CHICAGO, April 22.—"Receiving a Spinner-Winner order from a Nevada distributor this week enabled us to record shipments of this console-action counter game into each of the 48 States," advised Ray Becker, sales manager of J. H. Keeney & Co.

"Frequently," claims Becker, "we are able to put tacks into 20 or 30 States on our sales map, but territorial regulations usually prevent us from shipping certain games into all of the States. But in the case of Spinner-Winner, with its dice, number or cigaret symbols and regular or gum vander fronts, there is a model to meet the requirements of every section.

"For instance, New Orleans uses the cigaret top glass, while Southern California orders specify the gum-vender front, and Georgia orders take the regular dice-top game," concluded Becker.

Pace Goin' to Town With Saratoga Bell

CHICAGO, April 22.—Officials of the Pace Mfg. Co. are enthusiastic, they say, about reports they have received from distributors and jobbers thruout the country on the Pace Saratoga square-type console bell. "As a result," the Pace organization claims, "we are all set for one of the biggest spring seasons we have had in years.

"Orders have poured in from practically every State in the country where this type of device is in operation," they state. "Prominent distributors such as Bill Cohen, of Silent Sales, Minneapolis; Joe Calcutt, of the Vending Machine Co., Fayetteville, N. C.; Rothstein, of Banner Specialty, Philadelphia, Pa.; Moseley, of Richmond, Va.; Sauve, of Detroit; Julius Pace, of the Dixie Coin Machine Co., New Orleans; Kelly, of Automatic Coin Machine Co., Springfield, Mass.; Frank De Grauw, of Abbeville, La.; United Amusement Co., Kansas City, Mo.; Star Sales Co. and Sparks Specialty Co., of Georgia, and many others have flooded the Pace factory with substantial orders.

"Saratoga, square-type bell, is typically Pace thruout. By that it is meant that Saratoga is constructed of the best materials and workmanship. Saratoga is Pace's mechanically operated de luxe bell mechanism, combined with an appealing, lighted playing field, incased in a richly designed floor-model console cabinet. Because the mechanism itself is absolutely devoid of the many intricacies of electrical-type consoles, the operators of Saratoga can be assured of an absolute minimum of servicing.

"The Pace factory has been in full production on Saratoga for several weeks now and it is now possible to promise quick delivery of all orders received.

"Saratoga is available in four models: the skill-control model with built-in slug rejector, also available without slug rejector, and the junior model, the same as the larger with the exception that the skill-control device is off and the cabinet is necessarily smaller, also available with the slug rejector."

Arkansas Cities May Add Half Fee

LITTLE ROCK, Ark., April 22.—The attorney-general this week advised upon

inquiry from officials that cities and incorporated towns have authority under Act 202 of 1939 to levy a tax equal to one-half of the State tax on all coin-operated amusement games and vending machines.

GOOD THINGS COME IN PAIRS!

LOT-O-SMOKE

SENSATIONAL
TWIN

featuring
POPULAR BRANDS
of
CIGARETTES!
SAME "COME-ON!"
SAME PERFECTION!

SAME
TREMENDOUS
EARNING
POWER!

Another
GOTTLIEB
Winner

IMMEDIATE DELIVERY



NOVELTY
\$89.50

FREE PLAY
\$99.50

LOT-O-FUN

No. 1 IN
THE COIN MACHINE
HIT PARADE!

OPERATORS
DISTRIBUTORS
JOBBERs and even
MANUFACTURERS

AGREE
IT'S POSITIVELY
IN A CLASS
BY ITSELF!

Ask the
Operator
Who Owns One



NOVELTY
\$89.50

FREE PLAY
\$99.50

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO, ILL.

RECONDITIONED BARGAINS

Chubbie	\$47.50	Fiesta	\$17.00
Miami	44.00	Triple Play	16.50
Bubbles	42.50	Nags	15.00
Multi Free		Hi Lo	13.00
Races	42.50	Bulls Eye	10.00
Bally Royal	40.00	Fleet, 2 Met.	10.00
Side Kick	34.00	Fleet, 3 Met.	12.00
Regatta	32.00	Globe Trotter	9.00
Request	32.00	Airway	8.00
St. Moritz	32.00	Line Up	8.00
Odd Ball	27.50	Tops	8.00
Odd Ball Res.	30.00	Sluggo	7.00

NOVELTY BASEBALLS, \$6.00 EACH:

Batter Up	Booster	Daval
Scoreboard	Others at \$6.00 Each	Fire Cracker
Speed	Track Star	Hit and Run
Scoreboard	Vogue	

1/3 Cash Deposit. Under \$10.00 Full Cash. For Export Cable: "COINMACHIN," N. Y.

MAX MUNVES

555 West 157th St., New York, N. Y.

Pa. Coin Ops To Meet May 7 In Harrisburg

HARRISBURG, Pa., April 22.—A special meeting of the board of directors of the Pennsylvania State Coin Machine Operators' Association will be held in the Penn-Harris Hotel, Harrisburg, at 1 p.m. Sunday, May 7. At this time important problems of the industry will be discussed, according to association officials. Action to aid the passage of favorable legislation will also come in for consideration.

Members of the State board of directors who will attend this meeting and the counties they represent are Gus George, Allegheny County; Merlin Haines, Berks; R. L. Stover, Blair; George S. Good Jr., Cambria; Sam Ronen, Dauphin; Phil Frank, Delaware; George H. Kell, Erie; W. Fred Hawkin, Huntingdon; S. M. Rasch, Lackawanna; John Ford, Lancaster; J. Milton Marshall, Lawrence; Melvin H. Missmer, Lehigh; Max Roth, Luzerne; John Spath, Lycoming; Martin P. Shurey, Mifflin; Grace ReDyke, Monroe; Ben Hankin, Montgomery; William Americus, Northampton; Frank F. Engel, Philadelphia; M. W. Stees, Union; Philip Patz, York.

The Allentown Coin Machine Operators group agreed to affiliate with the State organization after hearing an informative speech by Harry Wexelblatt, counsel for the State association, who addressed them at their recent meeting.

At the meeting a local resolution favoring the passage of House Bill 426, which is a reduced mercantile tax measure, was forwarded to Representative Seif, of the State Legislature.

PREPAREDNESS

Will Make a Big Season for You With

SHOOT-A-PAK

The Year's Big Hit!

A

Walter Tratsch Production!

Approved by Charlie Fey!

Built by A.B.T. Mfg. Co.

Operators—See Your Jobber.

Get Set for the Big Drive.

FEY AUTOMATIC MACHINE CO.

1280 Mission St., San Francisco, Calif. 427 W. Erie St., Chicago, Ill.

BARGAINS FROM DAVE MARION

GOOD LUCK COUNTER MODEL	\$27.50
10 MILLS 1-2-3, Latest Model, Each	35.00
5 REEL SPOTS, Each	5.00
3 KOUNTER KINGS, Each	8.50
7 SPINNER WINNERS, Like New, Each	24.50
15 EXHIBIT COUNTER DICE, Each	4.00

Let us place you on our bargain list. MARION COMPANY, Wichita, Kansas.

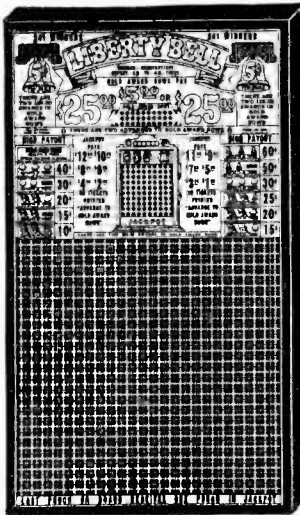
ANY REASONABLE OFFER

LIKE NEW

3 Half Dollar Chiefs, 2 Dollar Chiefs, 15 A.B.T. 4-Column 5c Candy Convertible to Cigarette Machines, 1 U-Pop-It or trade for small Scales.

M. FORMAN

103-5 Public Square, Watertown, N. Y.



LIBERTY BELL

Keeps the Old Profit Bell Ringing a Merry Tune! All Tickets Are 3-Color Reproductions of Slot Symbols.

— 241 WINNERS —

No. 2431 2400 Holes
Takes in \$120.00. Average Payout \$75.65.
Average Gross Profit \$44.35.

Also Available With Average Payout of \$67.35. Order No. 2431-A.

Send for Folder NC-18.

HARLICH MFG. CO.

1413 W. Jackson Blvd., Chicago, Ill.

Price \$8.98 Each

QUALITY SPEAKS FOR ITSELF

SPECIAL ATTENTION TO EUROPEAN TRADE.

29 1938 Track Times	\$100.00	1 Dark Horse	\$25.00	2 Bally Stables	\$37.00
31 1938 Kentucky Clubs	75.00	4 Pamo Rosemont	19.00	1 Aksarben	33.00
15 1937 Red Head		6 Tanforans	26.00	1 Bally Entry	27.00
Track Times	59.00	1 Galloping Domino	69.00	1 Stoner's Champ	30.00
1 Bally Turf Special	30.00	7 Fleetwoods	37.00	4 Turf Champs (lkt.)	15.00
				2 Air Races (lkt.)	15.00

NOVELTIES.

Chubbies	\$52.00	Circus	\$55.00	Keylites	\$35.00
Chiefs	52.00	Fire Alarm	50.00	Requests	35.00
Side Kicks	52.50	Big Ten	39.00	Royals	40.00
Supremes	52.00	Paramount	35.00	Kooney Free Race	45.00

All Machines Reconditioned and Ready for Location. Deposit With Order, Balance C. O. D. Will Buy 200 Used Slots. Nail Serial Number and Price.

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVE., CLEVELAND, OHIO.

\$7.45 OR 3 FOR \$21.00 EA.

Exhibit Basket Ball	Equalite Bumper
Stoner's Races	Tournament
Turf Kings	Vogue

ALL PERFECTLY RECONDITIONED

EVEN REPAINTED When Necessary

Stoner's Ritz	Turf Queen	\$10.00
Bally View	Bally Supreme	24.00
Palm Springs		20.00
Green Light	Buttons	61.50
Jitterbug	Happy Dozen	19.50
		23.50

Free Illustrated Catalog! Write for Your Copy Today!

EXPORT
"We Cover the World."
Cable Address:
"NATNOVCO."
Merrick, N. Y.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

End your correspondence to advertisers by mentioning The Billboard.

YOU'VE HEARD OF ALL KINDS OF FAIRS— Well here's

Genco's

FAIR



A HIGH SCORE GAME WITH INTERMEDIATE AWARDS — PLUS EXTRA "LIGHTS OUT" BONUS AWARD . . . Something Brand New in Novelty Game Appeal!

A high score of 3800 starts the intermediate awards. However, if the player knocks out all four of the lights on the board, a free game is awarded for every 100 points recorded on the backrack.

For instance, if a score of 4500 is recorded and all four lights are out, a total of 45 free games plus the intermediate awards are given.

FREE GAME
\$89⁵⁰
F.O.B. Chicago

STILL GOING STRONG!
RINK
A Super High Score Kick-Up Saucers. Game With NOVELTY FREE GAME \$89⁵⁰ F.O.B. Chicago

GENCO, Inc.

2621 N. ASHLAND AVE., CHICAGO, ILL.

SEABOARD SALES, Inc., direct factory representatives for Genco, Inc., in the East.

COIN AMUSEMENT SUPPLY, LTD., LONDON, ENGLAND, EUROPEAN DISTRIBUTOR.

WE BUY, SELL AND EXCHANGE		
CONSOLES.		
1938 Skill Times . . .	\$100.00	Pick 'Em \$45.00
1938 Kentucky Club . .	69.50	PAYOUT TABLES.
1937 Red Head Track . .	59.50	Winning Tickets . . .
Times	49.50	Mills 1-2-3, Rebuilt . .
1937 Grey Head Track . .	49.50	Mills 1-2-3, Bally Payout
Times	49.50	Sport Page
Bang Tails	52.50	Grandstands
Tanforans	25.00	Seabiscuits
Jennings Derby Day . . .	29.50	Fairgrounds
Longchamps	59.50	Fleetwood
Skill Field	35.00	Preakness
		Rover
		NOVELTY GAMES.
		Arlington
		Derby Days
		Across the Board
		Stoner's Champs
		Eurekas
		Keeney Big Ten
		Keeney Hit Numbers . . .
		Keeney Free Races
		Multi Free Races
		Bally Reserves
		1/2 dep. with order, bal. C. O. D.

CLEVELAND-CHICAGO AMUSE. SALES CO.

2729 Prospect Avenue, Cleveland, O.

9 North 11th Street, Minneapolis, Minn.

Call Majors Miracle Game

CHICAGO, April 22.—“Every operator in the country who has had any experience with Majors (and that includes most of them) and all of our distributors and jobbers have been lavish in praises for Majors,” advises Sam Wolberg, official of the Chicago Coin Machine Mfg. Co.

“Many of them have claimed that Majors has been the miracle game of the industry, and there is no question but that there is some basis for such a feeling about the game,” continued Wolberg.

“Perhaps the most obvious proof of the outstanding success that has come to Majors is the fact that it has been the most wanted game, among operators, for a period of 14 weeks. These two and one-half months of steady production have not yet satisfied the operators, for there is still a great demand for Majors as the spring season progresses. Eventually, of course, production will cease on Majors, but we are unable to predict when.”

Said Sam Gensburg, co-official, “The earning power of Majors has been the biggest factor in its popularity with operators, and long after production has ceased on the game it will continue to retain its popularity because it will continue to be a money-maker on location.”

Permit Required On S. A. Orders

“To the Editor: You will oblige me by mentioning in your next issue that there seems to be someone here hiding himself under the name of Automatic Coin Machine Co. and who is giving false references of bankers and other firms. The purpose seems to be to divert my correspondence and subscriptions to an address that is not my post office box. This is the same man who wrote you before and about whom I have made complaint to the post office department

here. I deal under my own personal name only and have only one address for letters. My office address is never given on foreign correspondence.

“As I write to all the firms whose addresses you give me and to your advertisers, this matter is important.

“Also in the future I want to mention that my only reference in any case is this: cash payment in the United States with my orders. Also it is convenient to know that a commercial war is going on now in a way against American goods, and the right co-operation of manufacturers is required to understand that to place an order it is important to be sure HERE that the goods will be allowed to enter.

“Even if you pay with your own money in the States, as I do, still the goods may not be allowed to enter. I buy with my own money deposits in the States, but I cannot get the goods here if the government does not give me the official permit. This permit may not be granted even tho the goods are paid for in American money and with money not taken out of this country. It is considered that no goods without permit should be let in from the States whether they have been paid for now or months ago.

“I have at the customs house certain items paid for seven months ago but I cannot get the goods out here because the regulations are against it. This is hard to understand by anyone in the States, but it is so.—N. F. T. C., South America, March 25, 1939.”

Texas Skill Game License Is Lost

AUSTIN, Tex., April 22.—Texas House of Representatives April 17 defeated a bill to legalize and license skill pinball games. The vote was 77 to 51.

The author of the bill, Rep. Howard Hartzog, of Port Lavaca, strongly urged that many Texas cities are already obtaining revenue by licensing the games.

COMPLETE LINE

Of Baseball Books, Series, Tip Books, Jack Pot Books and Trade Stimulators.

Write Today for Prices

TIP TOP NOVELTY CO.
511 Cotton Ave., Macon, Ga.

Taps Builder Asks Patience

CHICAGO, April 22.—Harry Hoppe, president of the Harry Hoppe Corp., expresses his thanks to the trade for the grand reception and acceptance it has given to Taps, the laugh-provoking novelty and free play.

“We’re buried under an avalanche of orders,” he says, “and ask your indulgence while we are doing our utmost to rush delivery with all possible speed. We’re more than grateful for your overwhelming response and the many fine letters and telegrams of congratulations and approval of Taps, and it is certainly a matter of pride to us to know that we have produced such an outstanding winner.”

Paces Races in Jackpot Model

CHICAGO, April 22.—First introduced in September, 1934, the makers of Paces Races recall how this popular machine has, in the nearly five years of its production, established a record for all-time popularity and money-making power.

In order to make Paces Races available to a greater number of locations and to increase its earning power the manufacturer has announced a jackpot model priced lower than ever before in the history of the game.

“This will enable operators to place machines on more of their locations and consequently realize a greater all-round profit,” according to officials.

“Operators who have already placed the new jackpot model of Paces Races have reported astonishing increases in revenue, it is advised, and advance commitments from them to take care of their summer spots are daily being received by the Pace sales department.

“Inasmuch as Paces Races have in the many years of manufacture and operation proved themselves to be mechanically perfect to the highest degree, we insist that operators exercise the utmost caution in selecting their sources of supply, both for games and game parts. Our years of experience in making and designing the various parts that go to make up a perfectly operating Paces Races is a guarantee to an operator that he will get the greatest possible amount of service and profit from the machine.” said a Pace engineer.

CHICAGO COIN'S

Majors

**EARNING MORE MONEY FOR OPERATORS--
THAT'S WHY IT HAS LED THE FIELD
FOR 14 SOLID WEEKS!**

Insist on Chicago Coin Games!
CHICAGO COIN Machine Mfg. Co.
1725 DIVERSEY BOULEVARD • CHICAGO, ILLINOIS

MAJORS NOVELTY
\$79.50
MAJORS FREE GAME
\$89.50

CLEARANCE SALE

1/3 deposit, balance C. O. D.
Darial Side Kick.....\$39.50
Gottlieb Fire Alarm..... 39.50
Exhibit's Buttons..... 24.50
Bally Thunderbolt..... 24.50
Zip..... 24.50
Bally Arcade..... 17.50

★ ★ ★ ★ ★
\$7.95 two for \$12.00

Flashlite	Pay Day
Frisky	Gusher
Top Hat	Bomber
Electric Scoreboard	Equalite
Rockelite	Replay
Rebound	Stoner's Race
Three Star	Live Wire
Skooky	Home Run
Hold 'Em	Totalite
Running Wild	Mad Cap
Pedal Pusher	Skill Circle
Double Action	Big Richard

MILWAUKEE COIN MACHINE CO.
2816 W. North Ave., Milwaukee, Wis.

**Operators Back
Gambling Control
By Liquor Board**

PHILADELPHIA, April 22.—In line with the oft-repeated advice given coinmen by prominent men in the industry that only legally prescribed games be used in any given territory, the Amusement Machine Operators' Association, thru Harry H. Wexelblatt, corresponding secretary, issued a statement that their organization is backing the action of the Pennsylvania Liquor Control Board in clamping down on taproom operators who have installed gambling devices on their premises. The board is seeking the revocation of the licenses of several establishments which have been discovered operating outlawed machines.

"These cases," said Wexelblatt, are giving legitimate operators a bad name because several newspapers have played up the slot machine angle, creating adverse sentiment for the legitimate pinball games. It is significant to note that in the reports of the press the machine angle was accented while little or no mention was made of the fact that one establishment served only as a blind to cover a horse-race book, while another was guilty of flagrant violations of the liquor code. We sincerely protest these unfair tactics, since many sections of the public do not differentiate between pinball games and slot machines.

"Our membership is instructed to bar any games of this character. In fact, if any operator in our group is known to install machines of this type he is severely disciplined by the association and expulsion may result. It is our desire to keep the industry clean and aboveboard, and we are making every effort in this direction."

Wexelblatt revealed that he received a letter from the Liquor Control Board promising that legitimate games will not be molested. Pinball game operators have nothing to fear, he added, since these machines are for amusement only.

ATLAS VALUE PARADE

PREPARE NOW FOR YOUR SUMMER LOCATIONS WITH THESE GUARANTEED RECONDITIONED MACHINES

PHONOGRAPHS.	
SEEBURG MODEL — A.....\$ 47.50	ROCK-OLA REGULAR.....\$39.50
SEEBURG MODEL — B..... 49.50	ROCK-OLA IMPERIAL (20 Records)..... 97.50
SEEBURG MODEL H (Selective)..... 79.50	MILLS DE LUXE DANCE..... 32.50
SEEBURG REX (20 Records)..... 159.50	MASTER..... 42.50
WURLITZER P12..... 39.50	MILLS SWING KING..... 42.50
WURLITZER 312..... 64.50	

ILLUMINATED GRILLS INSTALLED ON ALL MODELS...\$10.00 EXTRA.

SLOTS	
5c QT (BLUE FRONT), Serial Over 18,000.....	\$37.50
1c QT (GREEN FRONT).....	27.50
5c, 10c, 25c WAR EAGLE, SINGLE JACK, Serial Over 400,000.....	39.50
5c BLUE FRONT (STIPPLED FINISH), Serial Over 425,000.....	52.50
5c CHERRY BELLS.....	52.50
GROETCHEN COLUMBIA (Cigarette Reels).....	32.50

Write for Our Price Bulletin Listing Complete Line of Reconditioned Phonographs, Paytables, Novelty Games, Consoles, Slots and Counter Games.

ATLAS NOVELTY CO.
2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1901 Fifth Ave., PITTSBURGH.
Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

SACRIFICE

Grandstands.....\$69.50	Three Ups.....\$ 39.50
Thistledowns..... 69.50	Stepper Up-pers..... 39.50
Hawthornes..... 69.50	Klondikes..... 39.50
Derby Kings..... 69.50	Derby Champs..... 39.50
Derby Clocks..... 69.50	Zippers..... 39.50
Pot Shots..... 69.50	1938 Skill..... 79.50
Got. T. Records..... 69.50	Triple En-tries..... 119.50
1-2-3, L. Model..... 69.50	Pastimes..... 149.50

Above equipment slightly used and guaranteed A-1 condition. TERMS: 1/3 certified deposit.

NEW GAMES IN STOCK
Majors | Fifth Innings
Contacts | Rinks

Wire your order today—prompt shipment

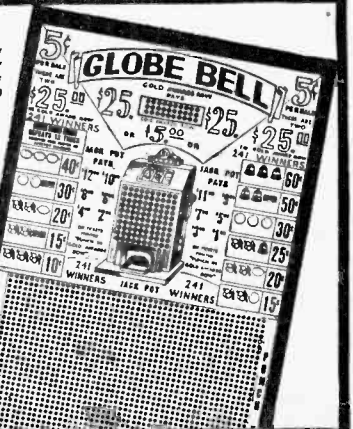
EXECUTIVE NOV. DIST. CO.
1613 RHODE ISLAND AVE. N.E.
WASHINGTON, D. C.

Special Globe Bell

Board takes in 2400 of 5c, or \$120.00. Pays out (average) \$67.28. Your average profit \$52.72. Gives players all the excitement of slot machine play but leaves more in your pocket! One of the most spectacular, beautiful and eye-getting boards ever produced. Eight gorgeous shades give it unusual flash. Write for further details now.

GLOBE PRINTING COMPANY
1023-27 RACE STREET • PHILA., PA.
\$6.60

Write for our new 96-page Catalog



FIFTH INNING

NEW Bally
Baseball Hit

REALISTIC BASEBALL ACTION

PLAYERS RUN BASES ON "FLASH-ACTION"
BACK-GLASS

HOME-RUN ROLL-OVERS — "WHEN LIT"
ROLL-OVERS

OUT-BALL RETURN—CLEVER SCORE BUILD-UP

4-WAY ADJUSTMENTS — FULLY METERED

Already "knocking 'em over the fence" for big daily collections. Boost YOUR batting average by ordering FIFTH INNING today!



\$79.50

Free Play: \$89.50

WRITE FOR FOLDERS
PACEMAKER
MULTIPLE RESERVE
BALLY BELL

SPOTTEM

Fastest Money-Maker
SINCE BALLY RESERVE

Not a reserve game—but actually earning more money on location than Bally Reserve ever earned! And keeping it up week after week! Fascinating SCORE BUILD-UP . . . and FREE NUMBERS feature insures continuous repeat play! Try just one sample, let the cash box convince you!



\$79.50

Free Play: \$89.50

BALLY MFG. COMPANY 2640 BELMONT AVENUE CHICAGO, ILLINOIS



THE HOTTEST THING SINCE THE CHICAGO FIRE

GENCO'S SMASHATIONAL FAIR

WE ARE GENCO'S FACTORY REPRESENTATIVES FOR THE ENTIRE EASTERN SEABOARD

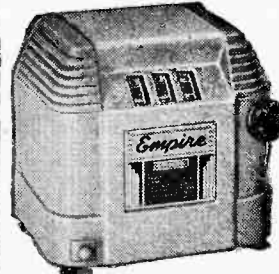
•• Write, Wire or Phone for Set-Up ••

SEABOARD SALES, Inc.
619 Tenth Ave., N. Y. Wisconsin 7-5688

EMPIRE REEL POKER

1c Play Cigarette Machine.

1c, 5c, 10c, 25c Play Deuces wild.

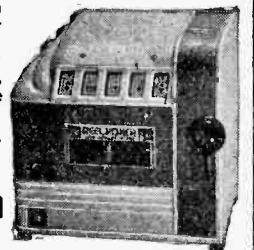


Both Machines equipped with Ball Gum Vender. Reels have positive stops—cannot be shaken or cheated. Absolutely phenomenal in earning power, Small, but made for big use and hard abuse.

Order Sample of Each TODAY.

Only **\$17.50** Each

1/3 Deposit With Order.



SICKING, Inc., 1922 Freeman Ave., Cincinnati, O.

SAVOY'S WEEKLY SPECIALS

STONER'S CHUBBIE
Free Play, 5-Ball, Novelty Sensation. STILL GOING STRONG

CHICAGO COIN MAJOR
Free Play, 5-Ball, Novelty—Outstanding Baseball Hit.

GOTTLIEB'S LOT-O-FUN
Free Play, 5-Ball, Novelty—Outstanding PLAYING APPEAL

We Are Authorized Distributors for

STONER CORP.—CHICAGO COIN MACHINE CORP.—D. GOTTLIEB & CO.

WRITE OR WIRE FOR PRICES

1-Ball Payouts—Consoles—Novelty Games—Slots

SAVOY VENDING CO. (Cable: SAVENCO)

General Office: 406-8 W. FRANKLIN ST., BALTIMORE, MD.
Branch Office: 2310 RHODE ISLAND AVE. N. E., WASHINGTON, D. C.

FOR IMMEDIATE DELIVERY

GENCO RINK-FAIR • BALLY SPOTTEM-FIFTH INNING • CHICAGO MAJORS • EXHIBIT CONTACT • GOTTLIEB LOT-O-FUN • WESTERN HOLD-TIGHT.

50 USED GOTTLIEB 3-WAY GRIPS \$9.50 EACH.

We will accept in trade used Gingers, Sparks, Slots, Winning Tickets, Grand Stands, This-tledowns, and other late model Payout Games in trade on New or Used Games. Write for our complete list of Pay Tables, Novelty Games, Slots, Phonographs and Counter Games, at prices that will interest you.

GRAND NATIONAL SALES CO. 2304-06-08 W. Armitage Ave., CHICAGO, ILL.

DAVAL'S NEW PENNANT WINNER



Box Score Officially Celebrates Baseball's 100-Year Anniversary

BOX SCORE

PLAYERS WIN ON HOME RUNS, HI-SCORE OR BOTH EXCITING SOUND EFFECTS!

PRICE
Straight Novelty **\$84.50**
Free Game **\$94.50**

Here's the game you've been waiting for! . . . BOX SCORE has everything the players are wild about! . . . zippy "everywhere-at-once" ball action, easy-to-understand baseball appeal, jittery suspense! Boy, what a go-getter for those big, quick profits!

THRILLING FEATURES!

- ★ TRIPLE ILLUMINATED CHANNELS and shifting lights at top of playing field!
- ★ LITE-UP BUMPERS! 2 special home-run bumpers are always lit up, and four 100 bumpers become 1000 each when lit up! Entire topboard stays lit and all contacts are alive on every even 1000!

DAVAL'S GEMS

Amazing 5-Ball Straight Hi-Score Game With Unique Captive-Ball Catapults!

PRICE
Straight Novelty **\$84.50**
Free Game **\$94.50**

★ TWIN ROLL-OVERS in middle and at bottom of board give players extra home runs and add to scores!
 ★ PERFECT SCORE CONTROL! Adjustable skill awards for both home runs and hi-scores!
 ★ ATTRACTIVE! Brilliant backboard and realistic baseball topboard!
 ★ CHEAT-PROOF! Armoured cabinet and complete metering for your protection!

GET BUSY! ORDER BOX SCORE!
IT'S A HIT-GAME!

DAVAL • 315 N. HOYNE • CHICAGO

Mills Smoker

1c to 5c play

\$57.50



Keystone Novelty & Mfg. Co.
26th & Huntingdon Sts., Philadelphia, Pa.

Jackpot Bell!

NEW! RED HOT! DIFFERENT!



Grab this chance to make more money more quickly than you ever did before. This is the newest thing out. Deal consists of 12 Beautiful Imported Tapestry Table Covers and Sales Board. Every play wins one of the Table Covers at a cost of 1c to 39c. No Higher. Each Deal takes in \$4.00. Don't wait! Order one or more deals right away. 1 Sample Deal, prepaid, \$2.00. 6 or more Deals, \$1.80 Each. Also Other Sure-Fire Deals. Write Today.

S. & K. SALES, INC.
Dept. K - 100 N. Broadway, St. Louis, Mo.

Operators Buy

HAMILTON SCALES



To Cover More Spots with Less Money

Enlarged View of Scale Top

Your cost is less, and your earnings more . . . because the more HAMILTON PERSON-WEIGHING SCALES you spot, the bigger your income. HAMILTONS are unsurpassed for high, steady income. They are—

- Beautifully designed
- Remarkably accurate
- Low in net cost
- Non-clogging
- Long-lived

If your distributor can't supply Hamiltons write direct to

DEPT. B
The HAMILTON SCALE CO.
1910 Vermont Ave., Toledo, O.



5 STAR FINAL

"Greetings Gates . . . Let's Beat the Skates!"



Perfect out for closed territories. No money showing at any time; coppers think it candy container! Some get lucky, some skillful. Watch the pennies skip and skate! Payoff in national confections according to score. Full instructions included. Red-hot stuff!

Sample **\$3.95**
1/2 Dep., Incl. C.O.D.
(Cheaper in Quantities)

No Personal Checks, Please

COLONIAL MFG. & SALES CO.

Dept. B, 1607 E. 39th St. Kansas City, Mo.

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Regret Investing In **BARREL OF ACES (F-5075)**

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want. 2295 Holes and the Top Payout is \$25.00.

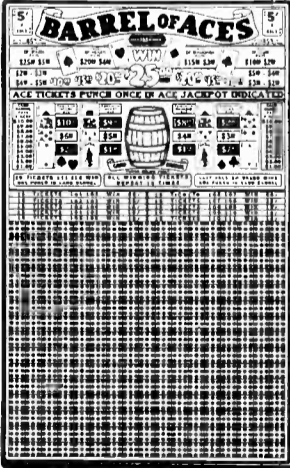
Takes In	\$114.75
Pays Average	59.29
Average Profit	\$ 55.46

Price \$3.71 each

IT'S A SURE WINNER — ORDER TODAY

CHAS. A. BREWER & SONS

Largest Board and Card House in the World.
6320 HARVARD AVENUE, CHICAGO, U. S. A.



WANTED FOR CASH

WILL PURCHASE WURLITZER "SKEE-BALLS"

Must Be in Good Condition.

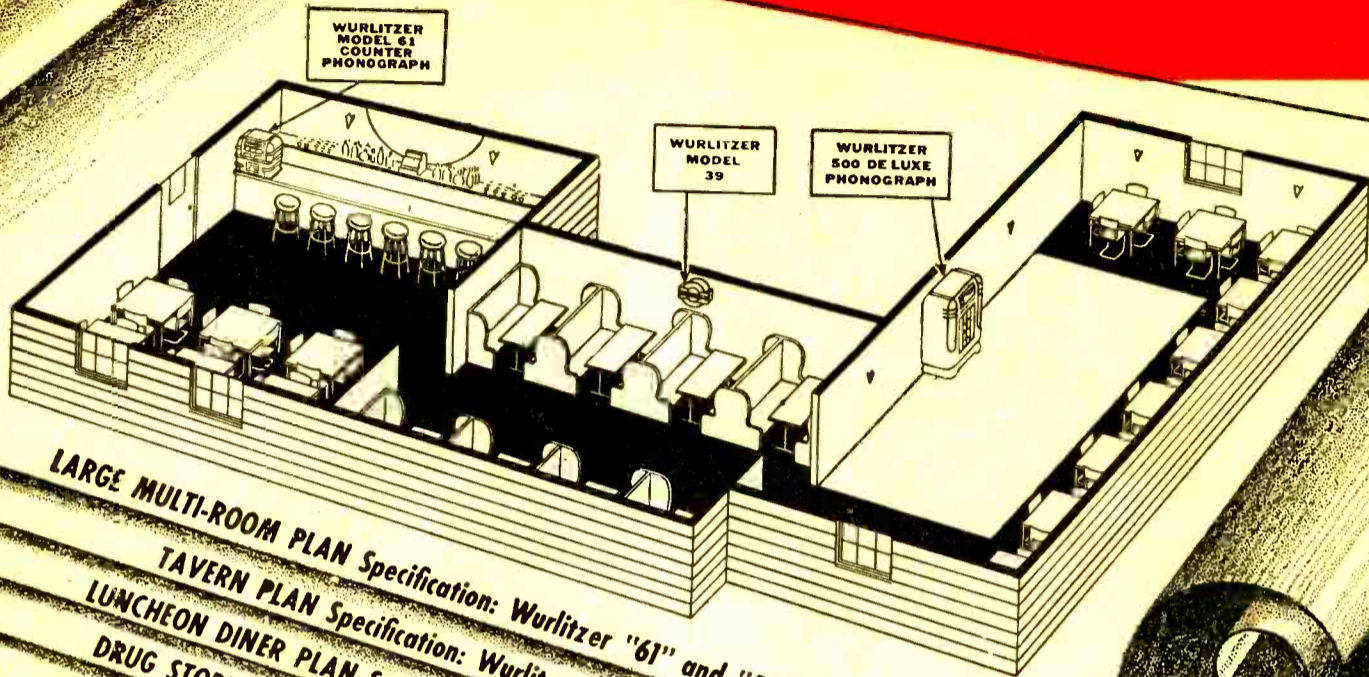
State Your Lowest Prices F. O. B.

BOX D-192, The Billboard Cincinnati, Ohio

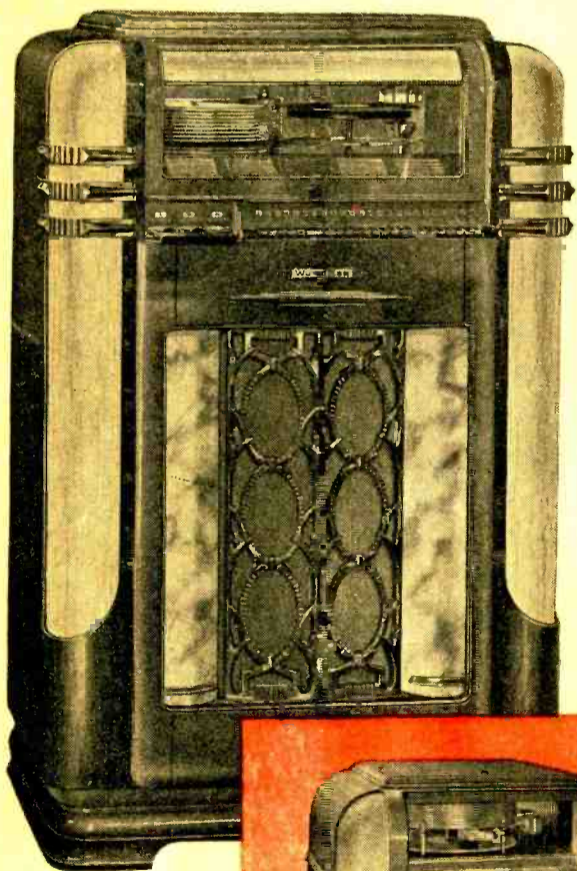
WURLITZER

makes a phonograph

TO FIT THE NEEDS OF ANY LOCATION



LARGE MULTI-ROOM PLAN Specification: Wurlitzer "61" and "500"
 TAVERN PLAN Specification: Wurlitzer "500"
 LUNCHEON DINER PLAN Specification: Wurlitzer "61"
 DRUG STORE PLAN Specification: Wurlitzer "61"
 RESTAURANT PLAN Specification: Wurlitzer "600"



MODEL 500
 Line up even the most exclusive locations with this De Luxe Wurlitzer Model.

MODEL 61
 This Wurlitzer Counter Model is opening new profit possibilities in smaller locations.

SOLD ONLY TO Music Merchants



● Today successful Music Merchants have even better opportunities to increase profits. No location is too large . . . none too small, because an especially designed Wurlitzer Automatic Phonograph will fit the need.

If it's the large location the Wurlitzer De Luxe "Five Hundred" lends an attention arresting appeal that will encourage increased patronage and provide added income . . . plays 24 records.

For the "extra room" location Wurlitzer Auxiliary Equipment is available —modern remote control speaker and wall coin boxes that multiply location earnings.

Designed for the smaller tavern, lunch room, drug store and places where lack of floor space does not permit a large Wurlitzer, the Counter Model 61 is the key to more profits. Only 22" in height, 21 1/4" in width, 18" in depth, it will fit practically anywhere . . . plays 12 records.

Cash in on the popularity and extra earning possibilities of Wurlitzer Automatic Phonographs that are designed for the right location.

THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, NEW YORK
 Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

Turn in your old instruments under

WURLITZER'S

LIBERAL TRADE - IN ALLOWANCE PLAN